



McCoy College of
Business Administration

DEPARTMENT OF MARKETING

November 2016 NEWSLETTER

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WELCOME TO THE MARKETING DEPARTMENT'S NEWSLETTER!

The mission of the Department of Marketing is to educate students to function and grow in a dynamic business world. We hope this newsletter will provide you with valuable information to assist you towards graduation and to learn more about the department's activities, opportunities and organizations.

For additional information about the Department of Marketing, please visit our website at

www.marketing.mccoy.txstate.edu.



Important Dates

- 14 Second 8 Week Class: Last Day to Drop/Automatic "W" Deadline ‡
(Both End at 11:59 p.m.) [See Dropping/Withdrawing](#)
Last Day for Graduation Candidates to Change Legal Names for Graduation Program
- 23 Thanksgiving Break Begins (Classes Do Not Meet)
- 27 Thanksgiving Break Ends
- 29 Full Term/Second 8 Week Classes: Withdrawal Deadline, Go to Zero Hours Enrolled †
(Ends at 5:00 p.m.) [See Dropping/Withdrawing](#)



Spring 2017 Registration Reminder

If you are taking a prerequisite course off campus, you must have your coursework completed and posted to your Texas State transcript by January 11, 2017. In order for this to happen, you will need to send your official transcript to the Office of Undergraduate Admissions.

The Advising Center will remove all prerequisite overrides after January 11, 2017. At this time, the Registrar's Office will run a report to identify students who are registered without the required prerequisites and those students will be dropped. Neither the Academic Department or the Advising Center will accept proof of grade for prerequisite courses taken outside of Texas State.

If you have any questions about this process, please contact the Advising Center at 512.245.1993 or stop by 115 McCoy Hall to speak with the Advisor On-Call.

Marketing JUNIORS & SENIORS: INTERNSHIPS

Gain valuable hands-on experience and course credit!

FOR MARKETING (MKT 4399) & SERVICE MARKETING (MKT 4393)

EMAIL MRS. DIETERT OR VISIT THE WEBSITE:

<http://marketing.mccoy.txstate.edu/internships/internships.html>

FOR SALES (MKT 4392)

EMAIL MR. NOLL OR VISIT THE WEBSITE:

<http://marketing.mccoy.txstate.edu/internships/salesinternships.html>



CAREER CLOSET IS NOW OPEN

Free suit rental for
Texas State Students
Monday-Friday
9:00am-4:00pm
LBJ 5-6.2

REGISTRATION TIPS:

CLICK EACH LINE FOR MORE INFORMATION

[FIND YOUR MARKETING ADVISOR](#)

[ACCESS PERIODS/TIME TICKETS](#)

[LOOK AT LOCATIONS OF COURSES](#)

MCOY= Main Campus | AVRY= Round Rock Campus

[PAYMENT INFORMATION AND DEADLINES](#)

CONGRATULATIONS

to the Marketing students joining

[BETA GAMMA SIGMA](#)



Sydney Alvarado
Jeremy Cox
Kaylee Crain
Brennan Gibbs
Avwerosuoghene Imarah
Bayley Kuhlman-Gatchalian

Jessica Larson
Brooke Newell
Traum-Anh Nguyen
Caitlyn Paine
Christina Sfamenos

Recognition Ceremony:

Thursday, November 17 at 5:15pm McCoy 119

Happy Birthday...

Dr. Wilson [7th] & Dr. Smith [8th]



RECENT EVENTS:

MARKETING WEEK

Marketing week was an AMAzing success! We kicked off the week with a skill-building workshop presentation from Bruce Howard on building your Personal Career Brand. Our Wednesday speaker meeting featured Tracy Cain, Director of Consumer Insights at HEB. We wrapped up the week with an informative field trip to ACL-Live in Austin on Friday hosted by Happy Mercado, a former AMA officer. Thank you to our wonderful speakers and everyone who joined AMA in celebrating this week.

To the right are Tracy Cain, our guest speaker from HEB, and Keith Estes, EC of Programming.



ACL LIVE

Ever wonder what it is like to be behind the scenes of ACL LIVE? AMA was able to take a tour thanks to Happy Mercado, Texas State American Marketing Association alumni. ACL Live Moody Theater is the longest running music venue and averages 240 shows a year. We were able to go behind the scenes and see the dressing rooms and preparation areas for the stars. We had the opportunity to learn what goes on behind the scenes and how they organize the different concerts and events. This was a great experience for our members. It was fun and we learned so much!



PUMPKIN CARVING SOCIAL

The American Marketing Association created some Halloween fun with a pumpkin carving social! We love looking for new ways to bond with our members and have fun in the process! Thank you to Matt Mazur, VP of programming, for hosting this event!

TSHIRT SALES

Show your bobcat pride by purchasing one of our Texas State t-shirts! We have a tent in the LBJ Mall area every Wednesday from 9am to 1pm. We have several cute styles that are reasonably priced and we accept both card and cash! Check us out every Wednesday in the LBJ Mall! Hope to see you there!



American Marketing Association

UPCOMING EVENTS:

Turkeys Tackling Hunger

American Marketing Association will host a fundraiser benefiting the Hays County Food Bank. Release your exam stress by “pie-ing” an AMA member in the face! All proceeds go to help us feed the hungry during the Thanksgiving season. This will take place at the Texas State Quad from November 7th-10th from 10am-2pm. Come out and pie us!



Speaker Meetings

November 2nd 2016: Andrea McFarling, Director of Marketing for Adlucent will discuss digital marketing in the business world in LBJ 3-14.1.

November 16th 2016: Step into the world of advertising with James Layon, Director of Innovation and Strategy for T3 in LBJ 3-14.1.

Our Speaker meetings begin at 5:30, but come early for food and great conversation. Business casual is recommended but not required. Thank you and we hope to see you at our next event!

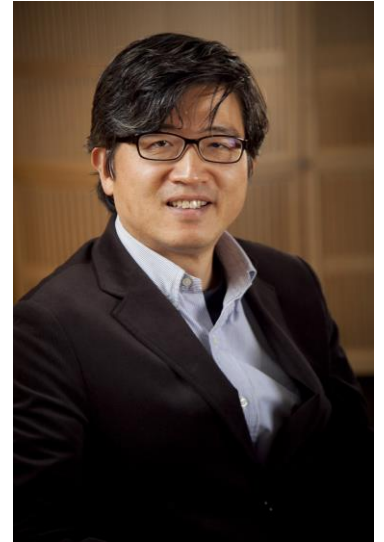
Workshops

November 7th 2016: Bruce Howard will speak to AMA about using the "Blue Ocean Strategy" to direct your future career search into a plan for finding your dream career that matches your career goals and aspirations. Please join us at 5 pm in LBJ 3-6.1.

RESEARCH SPOTLIGHT

Peer-Reviewed Publications:

[Suh, Taewon](#) and Jaehun Lee (2016), "Internal Audience Segmentation and Diversity in Internal Communication," *Corporate Communications: An International Journal*, 21 (4), 450-464.



Peer-Reviewed Conference Proceedings/Presentations:

Society for Marketing Advances 2016:

[Dr. Annie Liu](#) presented a paper at the recently concluded 54th Annual Society for Marketing Advances Conference: "Rebuilding Relationship Quality to Regain Lost Customers: Purchasing Agents' Perspective," (with Richa Chugh, and Mark P. Leach).



Awards, Honors, and Leadership:

[Dr. Annie Liu](#) has been invited to serve as the Chair for the Asia-Pacific Economic Cooperation (APEC) University Forum (Theme: Sustainable Quality Growth and Human Development) to be held in Lima, Peru.

CONTACT INFORMATION

STUDENT ORGANIZATIONS

GET INVOLVED!

The Department of Marketing actively supports three student organizations, all of which have successful track records in gaining student involvement, contributing to the university and community, and succeeding at the highest levels of competition. These organizations are a major component of the department's ongoing pride and tradition. If you would like to be a part of any of these exciting and career-oriented groups, contact the advisors listed below:

American Marketing Association (AMA)

Dr. Karen Smith - ks07@txstate.edu

Dr. Gail Zank (Case Advisor)- gz10@txstate.edu

American Advertising Federation (AAF)

Dr. Rick Wilson - rtw34@txstate.edu

Enactus (Formerly SIFE)

Mrs. Vicki West- vw03@txstate.edu



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