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

February 2017

1  Full Term: Official 12th Class Day / Last Day to Drop with 100% Refund ‡
   (Ends at 11:59 p.m.) See Refund Policies and Schedules

14 First 8 Week Class: Last Day to Drop/Automatic “W” Deadline ‡
   (Both End at 11:59 p.m.) See Dropping/Withdrawing

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

1/28: Dr. Steven Rayburn

2/3: Dr. Linda Nasr

2/11: Mr. Wayne Noll

2/17: Dr. Annie Liu

2/19: Dr. Sid Anderson

2/27: Dr. Chinna Natesan

2/28: Mr. Ken Murdock

Undergraduate Scholarship Applications for 2017-2018 are due in the Dean’s Office, McCoy 530, by 5pm on Monday, February 6, 2017.

<- Click icon for more information
Texas State is a Finalist in the American Marketing Association Case Competition

The Texas State entry into the American Marketing Association (AMA) Collegiate Case Competition was selected from 122 participants as one of nine finalists. The American Marketing Association is the largest marketing association in North America with over 370 student chapters. Finalists were chosen based on a written entry. Some of the other finalists include University of Pennsylvania, Temple University, and University of Nevada–Las Vegas. This year the case client is eBay. The case challenge was to develop a comprehensive marketing campaign to increase consideration and trial of eBay among Millennial and Generation Z non-users. As finalists, the Texas State students will be presenting their case recommendations at the Annual AMA International Collegiate Conference in New Orleans, LA on March 16, 2017 to judges from eBay. Students who participated in this case submission include: Nathan Loftus, Shelby Payne, Carter Kalmbach and Matthew Mazur. Dr. Gail Zank is the advisor to the group.

Congratulations to the group on their excellent performance and good luck in New Orleans!
The Austin Alliance for Women in Media (AWM)

Our organization represents women and men in all areas of media – television, radio, outdoor, digital and print -support staff to management/on-air to on-line – here in Austin. In case you are not familiar with us, we host various events throughout the year as well as monthly luncheons. Our goal is to be educational and topical as it relates to our ever changing world of media. We also strive to enhance the social and networking scene of media folks here in Austin.

This year we will be giving out one $5,000 scholarship to a college junior or senior studying media (or related field) at an Austin or San Marcos area university.

The 2017 scholarship is open to those who:

• Completed 75+ hours of college course work by December 2016
• Must not graduate before December 2017
• Have an overall GPA of 3.25 or higher or a 3.0 or higher in declared major courses (on a 4.0 scale)
• Are enrolled at the time of application as a full-time student (carrying a minimum of 12 hours per semester) at an Austin or San Marcos area university, with a declared major in radio, television, film, digital media, public relations, advertising, marketing, communications or broadcasting.

The $5,000 scholarship is to be used for either undergraduate or graduate tuition and will be administered by the respective Financial Aid Office of the recipient. Student must be present at the 2017 Trailblazers and Awards of Excellence Gala on Thursday, April 20 to accept award.

The 2017 scholarship deadline is 3/31/17!

For more information and to apply online visit: http://awmaustin.org/scholarships.

Graduating this May? Going to Graduate School?
Marketing Graduate Assistant position available at Campus Recreation

**Job Responsibilities:** Assist the Coordinator of Marketing with department promotional efforts including, but not limited to: • On-campus promotions, advertising, department and program brochures. • Assist in development of marketing media and strategic planning. • Oversee student staff of graphic designers, photographers, and videographers •

**Requirements:** Bachelor’s Degree in Marketing, Recreation Administration or related field; Desktop publishing, word processing, and spreadsheet computer skills, strong oral, written communications and editing skills. Adobe Creative Suite Knowledge is a plus.

To apply, please send a letter of application, resume with references and submission of application contact: Samantha Smith, Coordinator, or call the Texas State Department of Campus Recreation at 512.245.2392.
The Transformative Service Collaborative (TSC) at Texas State is an innovative transdisciplinary collaborative for improving human well-being for individuals, families, cities, and society. To bring people together to solve these problems, TSC serves as an innovative, inclusive, human-centered research platform. TSC seeks collaborative research projects with many departments and colleges at Texas State. TSC also seeks to collaborate with our San Marcos community and our region to facilitate local improvements in well-being.

For more information about TSC please visit: 
http://marketing.mccoy.txstate.edu/collaborative.html

The TSC founding team received Environmental Service Committee Funding and a Library Research Grant in December:

1. **Environmental Service Committee Funding:**

The funding will be used for the research component of a project entitled: “Understanding and Solving Food Insecurity for University Students: Creating a Texas State University Solution”. The goal of this research is to not only understand the prevalence and depth of food insecurity on campus, but to also understand the nuances of food insecurity and based on this knowledge to develop solutions to this important problem. This research will consist of a number of stages using both quantitative and qualitative research methods to help gain a deeper understanding of the problem and create realistic and feasible solutions. Specifically, an innovative research approach is adopted as the qualitative stage of the research and will include the formation of student-developed solutions.

The value of the funding is $12,500.

2. **Library Research Grant:**

The Grant will be used to buy books and materials by the Alkek Library to support the TSC efforts. These books and materials will enable students and faculty learn more about social entrepreneurship and social innovation, which will be at the heart of helping improve broken human service systems and elevate human well-being. Similarly, these materials will offer important depth to Alkek Library's holdings in social change, social innovation and social entrepreneurship. 

**Note:** Once they are available, these books will be temporarily stored in our Marketing department.

The value of the grant is $529.
Congratulations Case Team:
Texas State’s American Marketing Association has qualified as a finalist for the 2017AMA Collegiate Case Competition. Texas State will be one out of nine schools competing on Thursday, March 16, 2017, at the International Collegiate Conference in New Orleans. Congratulations to our finalists: Shelby Payne, Nathan Loftus, Matt Mazur, and Carter Kalmbach. Good luck in the competition!

UPCOMING EVENTS
Speaker meetings:
Join us on Wednesday February 22nd with speaker Jeremy Fair from Digital Creative Institute at 5:30pm in LBJ Student Center room 3-14.1. Food and drinks are provided. Be sure to come early to save your seat and interact with your fellow bobcats!

Get more involved:
If you are a current member and would like to become more involved with Texas State’s American Marketing Association contact our president or internal affairs at: l_g193@txstate.edu and ams331@txstate.edu.

T-Shirt Sales:
Stop by our t-shirt booth for your bobcat merchandise! Find AMA at their tent for t-shirt and sticker sales every Wednesday from 9am-1pm in the LBJ Mall area.
Cash and card are accepted.
We have a variety of great styles and prices! Help AMA attend the National Competition held in March 2017.
Special Events:

AMA welcomes all Texas State students to join us for the 19th Annual Professional Etiquette Dinner. This event takes place Monday February 13th from 6:30-8:30 p.m. on the 11th floor of the J.C. Kellam Building, Reed Pārr Room. Business Professional attire is required to attend this event.

Tickets may be purchased for $20 by card on Eventbrite at [www.txstateama19.eventbrite.com](http://www.txstateama19.eventbrite.com) or by cash and check in McCoy 424.

Limited tickets are available; make sure to reserve yours early!

Thank you to our etiquette dinner sponsors!

In the Works:

We are planning joint events with Texas State’s Hispanic Business Student Association and Association of Information Technology Professionals. AMA is also collaborating with Austin AMA and UT AMA in order to provide professional development and the opportunity to network with other AMA students and professionals. Check your email for details.
Peer-Reviewed Journal Articles:


Awards, Honors, and Leadership:

Dr. Sidney Anderson won a competitive research award ($8000) from the FY17 Research Enhancement Program (REP) at Texas State University for a proposal entitled: The Impact of Combining Conformance, Experiential, and Environmental Quality on Readmission Rates and Patient Experience.

Dr. Vishag Badrinarayanan and Dr. Enrique Becerra won a competitive research award ($16000) from the FY17 Research Enhancement Program (REP) at Texas State University for a proposal entitled: Paying for Air? Influence of Nonfunctional Slack Fill on Consumers’ Brand and Retailer Evaluations.

Dr. Linda Nasr co-chaired a Collaborative Workshop at the 2016 Let’s Talk About Service Conference. The conference was held at Fordham University, New York, USA from December 7-9, 2016. The team is currently working on a research project entitled: “Using Digital Technology: Examining the Healthcare Experience.” A picture of the team appears below:

Team members from left to right:
Linda Nasr, Ph.D., Assistant Professor, Department of Marketing, Texas State University
Kyungwon (Kyung) Lee, Doctoral Candidate, Rutgers University-the State University of New Jersey
Susan Myerden, Ph.D., Saint Mary’s University
Genevieve Elizabeth O’Connor, Ph.D., Assistant Professor of Marketing, Gabelli School of Business, Fordham University
Jay Kandampully, Editor, Journal of Service Management, Professor of Service Management, The Ohio State University
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