

# MARKETING MEMOS

APRIL 2012

DEPARTMENT OF MARKETING  
McCoy College of Business Administration



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 and opportunities. For additional information about the Department of Marketing, visit our website at [www.marketing.mccoy.txstate.edu](http://www.marketing.mccoy.txstate.edu).

## IMPORTANT DATES

March 26 – April 5

Registration for Summer I and II 2012

April 6, Friday

Third Tuition Installment Due for Spring

April 8<sup>th</sup>, Sunday



April 9-25

Fall 2012 Registration

April 19, Thursday

Last Day to Withdraw  
(ends at 5:00 p.m.)

April 30, Monday

Last Day of Spring Classes

## NATIONAL COLLEGIATE SALES COMPETITION



Nearly 150 college students from 62 universities traveled to Georgia for a chance to compete at the 14<sup>th</sup> Annual National Collegiate Sales Competition (NCSC), hosted by the Coles College of Business at Kennesaw State University March 2-5, 2012. These students are not just competing

for the title of champion. They are also competing for job offers from Fortune 500 recruiters from across the nation. The NCSC has become an annual hot spot for recruiters who want to hire the top sales students in the United States.

The NCSC, the world's largest collegiate sales competition, pits top sales students in a test of live role-play, one-on-one sales call challenges. Each sales call is broadcast live to locations on campus where college faculty from across the country and recruiters from sponsoring companies participate as judges and evaluate each student's performance.

Representing the graduate division for Texas State University-San Marcos were Meghan Bergman and Lucas Mitchell. Representing the undergraduate division for Texas State were **Clinton Santiago** and **Mykayla Goodwin**. **Jag Vazirani**, **Rachael Jorgenson**, and **Suzanne Peterson** were also on the team this year. Last year's national champion in the graduate division, **Lauren Roig**, was a student coach for the sales teams. The faculty coach was **Vicki West**. Results and this year's winners include:

#### **Undergraduate Division – FINAL FOUR WINNERS** (out of a field of 124)

1<sup>st</sup> Place: Grace Mocerri – University of Houston

2<sup>nd</sup> Place: Sonya Brooks – University of Houston

**3<sup>rd</sup> Place: Clinton Santiago - Texas State University**

4<sup>th</sup> Place: Jeanette Rouisse – Florida State University

**Clinton Santiago**, the student who placed in the Final Four, had this observation. "Once again the preparation provided by Texas State faculty has set our program apart. Our nationally recognized sales team continues to win and attract the attention of top global companies and hiring our students is a top priority with these prestigious firms. I have been honored to be a part of this program, and I would not have had any of these opportunities if it were not for the continued excellence in our professional selling program."

#### **Top 4 Undergraduate Teams:** (out of a field of 62 teams)

First Place: University of Houston

**Second Place: Texas State University-San Marcos**

Third Place: Florida State University

Fourth Place: University of Central Florida

#### **Graduate Division**

1<sup>st</sup> Round Needs Identification Champion: Nathan Lenyszyn – Kennesaw State

2<sup>nd</sup> Round Team Selling Champions: Nathan Lenyszyn and Lissette Davila – Kennesaw State

3<sup>rd</sup> Round Account Maintenance Champion:  **Meghan Bergman, Texas State University**

**Graduate Division Overall Team Champion: Kennesaw State University**

**Runner-up: Texas State University–San Marcos**

The overall Graduate Division Team Champion is determined by cumulative points in all three graduate rounds, highlighting the importance of both individual and team sales ability.

**Meghan Bergman**, the winner of the account maintenance third round, had these comments. "Our sales program continues to distinguish itself among the top sales programs in the country. The Texas State Professional Selling program and its students share an unparalleled passion for hard work and success."

Nearly 30 companies participated, including: Executive Level sponsor Liberty Mutual; plus other well-known companies such as ADP, NetSuite, Tom James, Reckitt Benckiser; Cox Media Group, EMC, Paycom, and Henry Schein. The primary reason for their involvement is the chance to preview elite up-and-coming sales talent who can add value to their respective organizations.

“It says a lot about the caliber of the students competing when you have companies that are willing to travel across the country to recruit them, even in a down market when very few companies are hiring,” said Dr. Terry Loe, director of the NCSC, as well as director of the Center for Professional Selling at Kennesaw State’s Coles College of Business. “These students are a solid investment for sponsoring companies who want to fill entry-level sales positions with graduates who already have sales training or a degree in professional selling. The extensive sales training these students receive prior to graduation translates to lower turnover and reduced training time and cost for companies.”

**Vicki West**, faculty coach of the Texas State team said, “These students work for three months and hundreds of hours in order to hone their interactive and negotiation skills to effectively present product benefits. One key element of the competition is that the students understand the skills they are learning are transferrable to almost any business situation, not just in a professional selling career.”

### **About NCSC**

Inaugurated in 1999, the National Collegiate Sales Competition (NCSC) is the largest and oldest sales role-play competition in existence. Its mission is to enhance the practice and professionalism of the sales profession. Each year, the NCSC hosts the top collegiate sales talent and sales faculty from the most elite university sales programs in North America. Sales students are provided a venue for sharpening their sales skills in a highly competitive environment and networking with their peers and sales faculty from across the United States. NCSC corporate sponsors have the opportunity to network with and preview the elite talent and greatly contribute to their education and careers and in turn make a great investment in the future of the sales profession. For more information, visit [www.ncsc-ksu.org](http://www.ncsc-ksu.org).

## **AMERICAN MARKETING ASSOCIATION**

### **Texas State AMA Shines at 34th Annual AMA International Collegiate Conference**



Members of the Texas State American Marketing Association attended the 34<sup>th</sup> AMA International Collegiate Conference in New Orleans, Louisiana on March 22–25. The AMA International Collegiate Conference brings together 1400 students and their faculty advisors for three days of learning and networking. Students get the opportunity to learn about various topics affecting the marketing field from representatives of top companies. The American Marketing Association is one of the largest professional associations for marketers and has over 40,000 members worldwide and 365 collegiate student chapters.

The Texas State AMA chapter received numerous accolades during the conference. This year in the awards competition, Texas State was recognized as a Gold Chapter based on their submitted chapter plan and annual report. Reports were judged on several criteria; professional development, communications, fundraising, membership, operations, and community service. This honor acknowledges Texas State as tied for second place internationally. This is the third year in the row that Texas State AMA has been recognized as a Gold Chapter.

The Texas State AMA also had a team that participated in the AMA Case Competition. The ten finalists chosen based on written submissions presented to the client, Pearson Learning Solutions. The Texas State team received third place recognition.

The Texas State AMA chapter also received numerous awards for their work with AMASavesLives. The purpose of AMASavesLives is to increase the awareness of importance of organ donation and to register people as organ donors. Honors received included:

- Total Video Views, 2<sup>nd</sup> place – Fall Semester
- Total Videos Submitted, 3<sup>rd</sup> place – Fall Semester
- Donor Registrations, 3<sup>rd</sup> place – Fall Semester
- Facebook Posts, 4<sup>th</sup> place – Fall Semester
- Best Events – Fall Semester
- Total Video Views, 3<sup>rd</sup> place – Spring Semester
- Facebook Posts, 4<sup>th</sup> place – Spring Semester
- Total Videos Submitted, 4<sup>th</sup> place – Spring Semester
- Best Events – Spring Semester

Other awards received include Honorable Mention in the website competition, Honorable Mention in the Membership Recruitment Campaign Competition, Honorable Mention in the Marketing Week Competition and recognition for hosting a Regional Conference. We also had a team participate in the SABRE Business Simulation Competition and a student participated in the Northwestern Mutual Sales Competition.

Texas State students were also asked to participate in several student led sessions during the conference. Texas State AMA's President, **Michael Tucker** was a presenter in the session "Tips on Becoming a Top Chapter" and **Erin Williamson**, VP of Programming, represented Texas State in "How to Create a Successful Regional Conference."

### **AMA MEETING**

Speaker: Will Franklin from Franklin Strategy Group will speak on the importance of social media in politics. Wednesday, March 7<sup>th</sup>, in LBJSC 3-14.1 at 5:30 p.m. Food available at 5:15 p.m.

### **AMA END OF YEAR SOCIAL**

Stop by for our end of the year social on Wednesday, April 25<sup>th</sup>, in LBJSC 3-14.1 at 5:30 p.m.! We will vote on all officer positions for the fall semester. If you are interested, applications will be available in the Marketing Department starting April 5<sup>th</sup> and are due on April 23<sup>rd</sup> by 5:00 p.m. This is a great opportunity to become more involved in this successful and growing organization!

### **MONDAYS AND WEDNESDAYS IN MARCH**

AMA is selling Texas State t-shirts every Monday and Wednesday in the LBJ Mall from 9:00 a.m. to 2:00 p.m. The T-shirts are being sold for \$10. Don't wait until the last minute to buy these awesome shirts. Show your Bobcat pride!

**Summer Registration Ends Thursday, April 5 - Register early, classes fill fast!**

**Summer I 2012**

**MKT 3343 – Principles of Marketing**

10:00-11:40 a.m. - M-F - MCOY 243 - Jillapalli  
6:00-10:30 p.m. - T/R - RRHEC - Jillapalli

**MKT 3370 – Marketing Research**

12:00-1:40 p.m. - M-F - MCOY 337 – Zank

**MKT 3380 – Sports Marketing**

6:00-10:30 – M/W – MCOY 224 – Sierra

**MKT 3385 – Ethnic & Niche Marketing**

10:00-11:40 p.m. - M-F - MCOY 337 - Becerra

**MKT 4310 – International Marketing**

2:00-3:40 p.m. - M-F - MCOY 337 - Becerra

**MKT 4330 – Promotional Strategy**

2:00-3:40 p.m. - M-F - MCOY 243 - Stutts

**MKT 4337 – Marketing Management**

12:00-1:40 p.m. - M-F - MCOY 335 – Badrinarayanan

**MKT 4397 – Directed Study in Marketing**

Contact Ms. West at [vw03@txstate.edu](mailto:vw03@txstate.edu)

**MKT 4399 – Marketing Internship**

Contact Ms. Dietert at [jd13@txstate.edu](mailto:jd13@txstate.edu)

**Summer II 2011**

**MKT 3350 – Consumer Behavior**

12:00-1:40 p.m. - M-F - MCOY 243 - Smith  
2:00-3:40 p.m. - M-F - MCOY 243 - Smith

**MKT 3358 – Professional Selling**

10:00-11:40 a.m. - M-F - MCOY 335 - West  
12:00-1:40 p.m. - M-F - MCOY 335 - West

**MKT 4330 – Promotional Strategy**

10:00-11:40 a.m. - M-F - MCOY 337 – Suh  
2:00-3:40 p.m. – M-F – MCOY 337 – Suh

## BETA GAMMA SIGMA

Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International – The Association to Advance Collegiate Schools of Business. Only the top 10% of business juniors and seniors and the top 20% of business graduate students are eligible to become members of Beta Gamma Sigma. Congratulations to the following Marketing students who will be inducted during the Awards Day/Beta Gamma Sigma Induction Ceremony on Friday, April 20<sup>th</sup> at 6:00 p.m. in the LBJ Teaching Theater (4-16.1):

**Daryl A. Barbee**  
**Brittany N. Berg**  
**Lara K. Denney**  
**Veronica M. Fabian**  
**Ashley M. Fitzpatrick**  
**Mykayla M. Goodwin**  
**Nivek A. Gorman**  
**Lakeisha R. Houston**  
**Sarah E. McKinley**  
**Rebecca P. Rogers**  
**Faunah L. Schneider**



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