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.

**Issue Overview**

**Important Dates**

**March 11th**
Graduation Application Deadline

**March 21st**
Summer/Fall Registration Begins

**March 29th**
Last Day to Drop a Full Term Class | Automatic “W” Deadline
(Both ends at 11:59p.m.)

**Recognizing Marketing Bobcats**

Alumni - Marian Brewer
Department Birthdays
New Assistant Chair - Dr. Vishag Badrinarayanan
New Administrative Assistant - Nikki Herrera
Toledo Invitational Tournament
Enactus
National Collegiate Sales Competition

**American Marketing Association News**

Alpha Mu Alpha

Advertising Case Competition Class

Interview Express

Student Organizations

“Today it’s important to be present, be relevant, and add value.”
– Nick Besbeas
Marian Brewer participated in 3M’s 2015 Invent a New Future Challenge (INF Challenge) in the United States. Marian competed against 14 other students in a case competition and advanced to the finals at 3M Headquarters. At the finals, she and her global team, composed of students from eight countries, won the entire competition. Each received a six-month mentorship with a 3M senior leader in their country.

Marian is currently attending the University of Adelaide, SA, Australia, for an MBA in International Business. Previously she received her B.A. in Marketing at Texas State University in San Marcos, Texas, where she and her team won the 2014 Enactus USA National Championship.

Marian cited her reason for participating in the INF Challenge: “This was an opportunity of a lifetime that introduced me to new experiences and a new network. Hopefully this experience will prove my ability and open new doors.”

Dr. Ruth Taylor!! 3/7

Nikki Herrera!! 3/25
THE DEPARTMENT OF MARKETING WELCOMES TWO NEW POSITIONS

Vishag Badrinarayanan
(Ph.D., Texas Tech University) is an Associate Professor of Marketing at the McCoy College of Business Administration at Texas State University. He has taught at Texas State since 2005 and currently teaches Marketing Management at the undergraduate and graduate levels. His research interests include marketing strategy-related topics in sales management, branding, and retailing domains. His research has appeared in Journal of the Academy of Marketing Science, Journal of Personal Selling & Sales Management, Journal of Advertising, Psychology & Marketing, Journal of Business Research, and European Journal of Marketing, among others. He has received the Advisory Board Teaching Excellence Award (2009-2010) and the Gary V. Woods Research Award (2013-2014) and was the Runner-Up for the Presidential Award for Excellence in Teaching (2011) and the Presidential Award for Excellence in Scholarly Activities (2013).

Nikki Herrera is joining the department in the new role of administrative assistant II. Nikki was born and raised in San Antonio, Texas and moved to San Marcos for her college career. Nikki graduated with a Bachelors of Public Administration, and she is excited to continue her service at Texas State. Working for the Department of Geography for three years, instilled a passion for the university, students, and the administration.

During her time as a student, she was involved in organizations and interned for the PACE Academic Advising Center. She looks forward to working with everyone in the McCoy College of Business Administration and is truly grateful to be working in the Department of Marketing. With the help with Cheryl and student assistants, she hopes to become familiar with the department and faculty quickly.
Our new sales competition this year was the \textit{Toledo Invitational Tournament} for younger sales students. We took Brenda Erickson and Alexandra Jones, both Juniors, to Toledo, Ohio on February 25-27. The goal was to expose the Juniors to sales techniques and to improve their skills.

Our free enterprise team, \textit{Enactus}, will attend the regional competition in Dallas, TX on April 4, 2016 to test their skills against other free enterprise teams in the Southern United States. Led by co-captains Gina Goss and Katelyn Bain, the presentation team members are: Blazen Hall, Essence Patterson, Sean Simmons, and Amanda Perez. The creative team members are: Joshua Stines; Grant Woods; Conner Jimenez; Grace Kelm; Caitlyn Kellam; Ryan Zajack; Brenda Erickson; Jason Cassidy; Jacob Moss; Carlos Osuna; Melita Wallace; and Taylor Villereal. President, Lakota Campbell, will lead 67 current students and 20+ officers to the competition. The national competition will be May 15-17th.

The \textit{National Collegiate Sales Competition} will be held April 1-4th in Atlanta, Georgia. Representing the undergraduate team are Madison Ivers, Ryan Raye, and Kathleen O'Brien. Representing the graduate team are Lakota Campbell, Gina Goss, and Katelyn Bain. The Texas State team has a strong record at the NCSC since 2004.
Workshop, March 1st
Tuesday, March 1st in LBJ 3-3.1 at 5pm.

- Two of our AMA officers, Aimee Dorsey, Executive VP, and Sydney Arguijo, VP of Community and Social Impact, will be giving a workshop on the Consumer Packaged Goods Camp (CPG). They will be talking about their experience with the camp, benefits of the program and how to get involved with the CPG camp. The CPG camp teaches strategies and terminologies that CPG companies like Proctor and Gamble, Johnson & Johnson, and Avon Cosmetics use. This workshop is very beneficial for marketing majors who are interested in brand marketing, promotional strategy, or marketing research.

T-Shirts Sales, March 2nd
LBJ Mall Area on Wednesday, March 2nd from 9am-1pm.

- Texas State AMA will be selling shirts. Come check out our new t-shirt design in a black long sleeve! T-shirts are $15! Make sure to stop by! It’s a great way to meet other fellow AMA members. If you have any questions about T-Shirt sales please email Marcee Osborne, VP of Fundraising-Sales at mto8@txstate.edu.

Officer Elections, March 2nd
Wednesday, March 2nd in McCoy 333 at 5pm

- AMA will be holding elections for Officer and Executive Committee positions for the upcoming school year. If you are interested in attending or have any questions, please attend. All officers will be present and answering questions.

Warrior Dash, March 5th

- To raise funds for our chapter, we will be participating in the Warrior Dash in Texas. This is a high energy, fast-paced race that is bound to get a little messy. AMA volunteers will be in the front of the action by assisting the coordinators in running the event. Basic tasks will include check-in, handing out water to runners, and help execute the post-race party. Lunch/Dinner and snack will also be provided. A portion of the money that AMA receives for this event will be donated to St. Jude Children’s Research Hospital. The event will be from 6:30am-1pm. To volunteer for this event please contact Aimee Dorsey at aad39@txstate.edu by February 19th.

If you need to submit an application to join AMA, you may do so the following way:

- Picking up and turning in the application along with payment from the Marketing Department (McCoy 424). Only checks or card. If you need to pay with cash, please turn it in personally at any AMA event.
- Obtaining an application from me personally at any AMA speaker event or in McCoy.
Alpha Mu Alpha is the national marketing honorary of the American Marketing Association. It was established in the spring of 1981 for qualified undergraduate, graduate and doctoral students, and marketing faculty. It was formed to recognize and reward academic excellence in the discipline and science of marketing.

Advisor, Dr. Kathryn Davis

Inductee List 2015/2016

Sydney J. Arguijo          Sean Lee Keith          Cierra'Lynn Tinei Sharr
Samantha K. Barton         Jacqueline Caitlyn Kellam  Travis J. Smith
Jacob Patrick Belcher      Kelley N. Klingaman      Joshua James Stines
Ian Matthew Boyd           Ryan Steve Lacerda       Preston Thompson
Zoe M. Chadwick            Garrett Leake            Ashley L. Traub
Andrew B. Coleman           Nadia Denise Lopez     Kelly Elizabeth Vaeth
Andrew Timothy Conroy      Melissa Rose Mariacher  Johanna Wibisono
Kirsten Denton             Melody A. McCann         Zachary Aaron Zavada
Robert Alexander Dicks     Rachel Leigh McCloney   
Sara Ann Goetz              Alycia Nicole Mueller   
Maria F. Guerra            Reyna A. Munoz        
Noah Abraham Guerrero      Skylar Nicol            
Brittany Kaylyn Hartman    Allison Nicole Pagel   
Madison Nicole Ivers       Nicole Prati            
Julianah N. Iwelu          Ashton James Quincey   
Aerial K. Jackson          Ryan Ray               
Leesa Josie Johnston       Maximilano Rosiles
Member Recognition Ceremony and Reception
February 29, 2016
Work with Top Consumer Brands, Add Advanced Skills to Your Resume

EARN UPPER DIVISION ELECTIVE CREDIT

This is your opportunity to build your resume and master the marketing skills companies want!
- Conduct consumer research, including focus groups, online surveys, and cutting-edge research techniques such as user experience testing for websites.
- Create advertisements and social media campaigns.
- Develop campaign metrics.
- Work with major brands, such as Snapple, Coke, Pizza Hut, Nissan, State Farm, and many more!

HOW THE CLASS WORKS
You’ll work with a handful of the brightest Texas State students from the College of Business Administration and other majors. We work around a conference table where ideas are easily exchanged. You’ll get to know the professor and fellow classmates on a more personal and professional level. We work as a team to develop our advertising campaign for the case sponsor.

FALL 2016 SEMESTER
We conduct primary and secondary research to discover consumer insights about the brand. We identify relevant consumer target markets, define the brand’s positioning statement, and author the creative brief, which is the document used in the Spring to develop the ad campaign.

SPRING 2017 SEMESTER
We turn the creative brief into an actionable campaign and present it to the client and advertising professionals.

The Advertising Case Competition class is sponsored by the American Advertising Federation’s (AAF) National Student Advertising Competition (NSAC).

FOR MORE INFORMATION, PLEASE CONTACT

Dr. Rick T. Wilson
Assistant Professor of Marketing
McCoy College of Business Administration

EMAIL
rick.t.wilson@txstate.edu

FIND OUT MORE
membership.aaf.org/nsac
“Interview Express”

PURPOSE: To focus on corporate partners’ hiring needs & provide a learning forum to improve students’ professionalism & interviewing skills

DESCRIPTION: All day, come and go, event that will include employers, professional selling students, and SIFE/Enactus senior officers

DATE & TIME: Tuesday, April 19, 2016 – 8:30 a.m. – 4:30 p.m.

LUNCHEON: 12:30 p.m. – 1:30 p.m.

NEW LOCATION: LBJ Student Center Ballroom – all events

PARTICIPANTS: Professional Selling Corporate Partner executives, all sales students, selected sales alumni, and free enterprise senior leadership

DETAILS & CONTENT (for students): The information from Selling: Building Relationships about appearance will be used. Content will include:

- Improving interviewing skills, resumes and introductions
- Resume development & review
- STAR approach speed interviews
- Enhanced professionalism tips

Co-sponsored by: The Center for Professional Sales & Students in Free Enterprise.

RSVP – By April 1, 2016 to Lakota Campbell at l_c111@txstate.edu.
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

Editor, Nikki Herrera [nkh2@txstate.edu]