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 in November

9    Alpha Mu Alpha Induction Ceremony
13   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
22   Thanksgiving Break Begins (Classes Do Not Meet)
26   Thanksgiving Break Ends
28   Full Term/Second 8 Week Class: Withdrawal Deadline, Go to Zero Hours Enrolled
     (Ends at 11:59 p.m.) See Dropping/Withdrawing

Happy Birthday….

Dr. Wilson! 11/7 | Dr. Smith! 11/8 | Dr. Suh! 11/15
It is important to read our department policy and refer to FAQs for additional questions. The Department of Marketing does not handle any inquiries regarding advising.

Reminders regarding types of errors:
**INSTRUCTOR:** For courses MKT 3362 / MKT 4392 / MKT 4393 / MKT 4396 / MKT 4397 / MKT 4399, you must contact the instructor and receive approval before you will be able to register for the course.
**CLASSIFICATION:** All students must meet the classification requirement for courses at the time they are trying to register for them. The Department of Marketing and the advising center do NOT grant classification overrides.
**PREREQUISITE:** You must meet all the prerequisites before you can register for a course. The Department of Marketing and the advising center do NOT grant prerequisite overrides.
**DEPARTMENT:** For MKT 4337, you must be a graduating Marketing senior and complete an approval override request.

Approval Override Request for MKT 4337 & MKT 4396
Closed Class Requests
Override Request- Instructor Approval MKT 4392

The Department of Marketing had the honor of hosting a Visiting Scholar from Sweden- Kotaiba Aal from January to October 2017.

Kotaiba Aal was awarded a scholarship which granted him the opportunity to visit Texas State University as a visiting graduate scholar. During his stay, he worked with Dr. Fisk and Dr. Nasr on articles on service ecosystem transformation.

Kotaiba returned to Handelsbanken, Sweden where he is a PhD student in Business administration at CTF, Service Research Center at Karlstad University and he is also tied to MIT, the Swedish Research School of Management and Information.
Bobcat Recognition

The Center for Professional Sales is proud to announce that Ms. Kiley Barry, Marketing Major with a Sales Concentration, won 1st place at the prestigious Liberty Mutual Southwest Sales Competition held in Houston, Texas at the University of Houston Stagner Sales Excellence Institute. Sales Universities from California, Arizona and Texas competed in the sales competition. Kiley earned a $5,000 scholarship for 1st Place. She was coached by Wayne Noll, Assistant Director - Center for Professional Sales.

Mr. Wayne Noll and Kiley Barry

The Sales Ambassador Luncheon with the newest corporate sponsor, Gartner.

“Gartner, Inc. (NYSE: IT) is the world’s leading research and advisory company. We help business leaders across all major functions in every industry and enterprise size with the objective insights they need to make the right decisions.”
Research Spotlight
Scholarly Activities – October 2017

Peer-Reviewed Publications:


Awards, Honors, and Other Contributions:

Dr. Linda Nasr has been invited to serve as the Associate Editor (Americas Region) for the Service Industries Journal.

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

Stay involved & Follow us on Twitter:
https://twitter.com/servcollab

Want to get involved?
Easy! Just complete a quick survey from the link below:
http://marketing.mccoy.txstate.edu/collaborative/getinvolved.html
AMERICAN MARKETING ASSOCIATION

https://www.linkedin.com/company/27

RECENT EVENTS:

ETIQUETTE DINNER

The annual Etiquette Dinner was a huge success as AMA completely sold out of tickets! Summer Salazar, Assistant Director of Employer Relations and Outreach, led the etiquette course and shared key tips on how to dine in a professional setting. She was very straightforward and answered many great questions. Not to mention the delicious meal and dessert that was served.

WORKSHOPS

Two workshops were hosted this month. The first one featured Bruce Howard with Texas State. He discussed skills and how to use them to your advantage while searching for a job. For the last one, Will Franklin with the Franklin Strategy group emphasized the do’s and don’ts when it comes to presenting yourself on social media.

CHUY’S SOCIAL

After a speaker meeting, everyone got their fix at Chuy’s! Due to the room used for the meeting not allowing food, AMA took the opportunity to network over chips and queso! The spontaneous social was a great way to change things up and chat in a relaxed setting.

HOUSE OF TORMENT SOCIAL

AMA celebrated October and took a trip the House of Torment in Austin! House of Torment ranks nationally for one of the scariest haunted houses. This social was a really fun way to bond because everyone was scared to death and holding hands trying to protect each other. It was a different way to let loose and the members who went really enjoyed it!
T-SHIRT SALES

T-shirt sale days have been randomly throughout the week, but Thursday is now the official day! There are cool new designs that are selling quickly! Long sleeve styles are coming soon for those cooler months.

NEW POLICY

A new policy was implemented October 1st which now limits workshops and speaker meetings to members only. Non-members will be allowed to come to two events to get a taste of what AMA is all about, but after that they must apply or pay $10 per event! This is to ensure paying members are getting the most out of their experience.

WORKSHOPS:

Wednesday, November 6 – LinkedIn

NEXT MONTH:

Wednesday, November 15 – Turkey Dinner

Friday, November 17 – Field trip

Monday, December 4 – Relax B4 Finals (Yoga)

SPEAKER MEETINGS:

Wednesday, November 1 – Jamie Gaertner with Enterprise Holdings

Wednesday, November 15 – Lori Koehler with Shire Pharmaceutical
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