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, visit our website at www.marketing.mccoyp.txstate.edu.

Congratulations to our Spring 2014 Marketing Graduates!

“You have brains in your head. You have feet in your shoes. You can steer yourself in any direction you choose. You're on your own. And you know what you know. You are the guy who'll decide where to go.”

Dr. Seuss
Dr. Karen Smith’s marketing students partner with area non-profit organizations to implement marketing strategies with the assistance of Dr. Smith. The local non-profit clients developed objectives that can be completed within the time frame of one semester. Over six semesters, 250 students and 26 distinct non-profits have participated with this spring being the seventh semester of the course. The six non-profit organizations that participated this spring were: Texas State Cancer Advocacy Movement for Colleges and Outreach (CAMCO), Bobcats Leaving out Violence (BLOV), Texas Foster Care and Adoption Services (TFCAS), Central Texas Medical Center (CTMC), Texas Solar Energy Society (TxESES), and Hays Caldwell Council on Alcohol and Drug Abuse (HCCADA).

The Texas State Cancer Advocacy Movement for Colleges and Outreach team worked with Lawrence Estaville, the Executive Committee Chair for CAMCO and professor at Texas State. The team hosted a four day bone marrow registry booth on the Texas State campus and created a new marketing campaign, “1 Match, 1 Life”. Over the four days that the team hosted the registry booth, 2157 students registered as potential bone marrow donors, which is more than any other university in the country.

The Bobcats Leaving out Violence team worked with Mihran Aroian, a Texas State faculty advisor. The team hosted two booths on the Texas State campus to raise awareness about dating violence. The team had purple BLOV wristbands made which they passed out at their booths. They also work to increase the membership of the BLOV organization, and worked on creating a larger social media presence for the organization.

The Texas Foster Care and Adoption Services team worked with Nagi Patibandla, the founder of TFCAS. The team visited community churches and set up booths to raise awareness on the urgent need for foster parents. More than 10,000 children are in the foster care system in Texas. The team created a presentation and used an informational video to explain exactly what TFCAS is all about and how important foster parents are to the community.

The Central Texas Medical Center team worked with Clay DeStefano, the Administrative Director of PR and Marketing for CTMC. The team attended community blood draw days to encourage people to attend the CTMC CREATION Health Program, a 9-week holistic well-being workshop. The team also implemented an online marketing strategy that included a PowerPoint slide show to explain the goals of the program and link to a self-assessment survey.

This course introduces students to SOCIAL MARKETING – marketing for social behavior change. Working directly with area non-profit organizations, the students plan and implement a marketing campaign. The organizations are able to use the students’ marketing knowledge to evaluate their current marketing strategies and to expand and refine them. This course gives the students a real world experience and a chance to give back to the community that has given so much to them.
In Memory of
Alison Michelle Montalvo

Alison Michelle Montalvo, passed away on April 29th, 2014. She was born on February 18th, 1992 to Jose Luis Montalvo and Maria Del Mar Morell. Alison graduated from Langham Creek High school in 2010 and completed her Bachelor's Degree of Business Administration in Marketing at Texas State University in San Marcos. She is survived by her parents and her two brothers Andrew and Michael.

“Alison, we will forever remember you as the fun, loving, energetic and straight talking young woman that you had become. We loved the way you brighten the room when you walked in. And we will miss your beautiful smile and welcoming personality. You brought love in our lives. When you were born we worried about your two big brothers, but that was no problem for you. You were such an important part of our lives, but also to our close friends and all the girls you grew up with. Everything you wanted to do, you did well. You were a gift from God to all of us. And now you are back with Him. This is not goodbye, but rather until we join you in heaven.”

-The Montalvo Family
STUDENT ORGANIZATIONS

GET INVOLVED!

The Department of Marketing faculty actively support and advise three student organizations, all of which have successful track records in achieving 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. Gail Zank - gz10@txstate.edu

**American Advertising Federation (AAF)**
Dr. Mary Ann Stutts - ms04@txstate.edu

**Students In Free Enterprise (SIFE)**
Mrs. Vicki West - vw03@txstate.edu

Texas State Department of Marketing has a Facebook page.

Like us today!  [www.facebook.com/dept.marketing](http://www.facebook.com/dept.marketing)

Editor, Cheryl T Perez
ctperez@txstate.edu

Texas State University is a tobacco-free campus.