

Marketing Memos

DEPARTMENT OF MARKETING

MCCOY COLLEGE OF BUSINESS ADMINISTRATION
JULY—AUGUST 2015

IMPORTANT DATES

July 24th

Last Day to Drop / Automatic "W" Deadline for Second 5 Week Classes (Both End at 11:59 pm)

July 30th

Withdrawal Deadline for Second 5 Week Classes, Go to Zero Hours Enrolled (Ends at 5pm)

August 5th

Last Day of Classes for Second 5 Week Classes

August 6th

Final Exams for Second 5 Week Classes

Registration for Fall Ends

August 7th

Summer Commencement
Friday @ 2pm

Late Registration Begins
(6am)

August 10th

Grades Available

August 20th

Late Registration Ends
(5pm)

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 about the department's activities, opportunities and organizations. For additional information about the Department of Marketing, please visit our website at www.marketing.mccoys.txstate.edu.

Still Need a Marketing class for the Fall?

We have added Services Marketing, (MKT 3365) for the fall semester. If you are in need of an elective, or need the class for your degree, check out the description below and make sure you speak with your advisor about adding it.



You will graduate into a service economy where most of the jobs and careers are in services. Taking this services marketing class will enable you to understand the service economy and how service marketing works. We start with learning what Service means and what Services are. Then we will unpack such concepts as service design, service interactions, and service recovery – since service failure appears to be unavoidable. In the process we will explore what it means to create and deliver a customer-focused service experience. Customers are everywhere and services are everywhere. Knowing how to provide customers with excellent service experiences is crucial for the successful marketing professional.



Snapple Marketing: The Advertising Case Competition Class

CONSUMER RESEARCH • ADVERTISING CAMPAIGN STRATEGY • MEDIA PLANNING

Participate in the Fall 2015 Advertising Case Competition class!

Do you want to shape the marketing and advertising programs for **Snapple Beverage, Corp.**? You'll have the opportunity to conduct focus groups, develop and administer online surveys to non-student populations, and perform a number of cutting-edge marketing research techniques such as user experience testing for websites and social media content analyses.

It's not your typical Texas State class

You'll work with a handful of the brightest Texas State students from the College of Business Administration and the School of Journalism & Mass Communication. We work around a conference table where ideas and strategy are easily exchanged. You'll get to know the professor and your fellow classmates on a more personal and professional level. The class is structured like a real advertising agency, and we work as a team to develop our advertising campaign.



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

Each year, a corporate sponsor provides a real-world marketing problem from which student teams develop a comprehensive advertising campaign, and this year it is Snapple!

Past corporate sponsors include Pizza Hut (2015), Mary Kay (2014), Glidden (2013), Nissan (2012), JC Penney (2011), State Farm (2010), Century Council (2009), AOL (2008), Coca-Cola (2007), and many more.

Participate in the Fall, decide later about continuing into the Spring.

The course is divided into two 3-credit classes. Students who take the Fall class are not required to take the Spring class, and students who wish to take the Spring class are not required to take the Fall class. Interviews are required for entry into the Spring class only.

- **Fall Semester** – We conduct primary and secondary research to discover consumer insights about the brand. We identify relevant consumer target markets and create the brand's positioning statement.
- **Spring Semester** – We turn our consumer insights and positioning strategy into an actionable campaign and present it to the client as part of the national student advertising competition.

Tell me more about the Fall Advertising Case Competition class!

It's a 3-credit hour upper division marketing elective (MKT 4397). During Fall 2015, the class meets MW 3:30 to 4:50 p.m. MKT 4330 and MKT 3370 are recommended prerequisites, but not required. Seats are limited. Sign up for the class now. **Contact Dr. Rick T. Wilson, Assistant Professor of Marketing, at rick.t.wilson@txstate.edu.**



Marian Brewer, an Enactus officer, on the Winning Team at 3M Global Competition

Marian Brewer, an Enactus officer and M.B.A. student at McCoy College of Business, won first place in the 3M Global “Invent a Future Challenge” competition at 3M headquarters in St. Paul, Minnesota. Previously this spring, fifteen talented MBA students from across the United States participated in the United States national competition. Continuing their tradition of innovation, the purpose of the 3M sponsored national event was to involve students in applying real world solutions to increase sales growth and customer acquisition. Two other students from the United States and Marion were invited to the final level of competition where different questions and solutions were presented.

In July, Marian and her teammates from eight countries around the world, including: Brazil; Mexico; United Arab Emirates; Japan; Panama; Turkey; Canada; and the United States participated in the global “Invent a Future Challenge” competition. The student groups of 24 were divided into 3 different groups so that each team had a representative from each of the eight countries.

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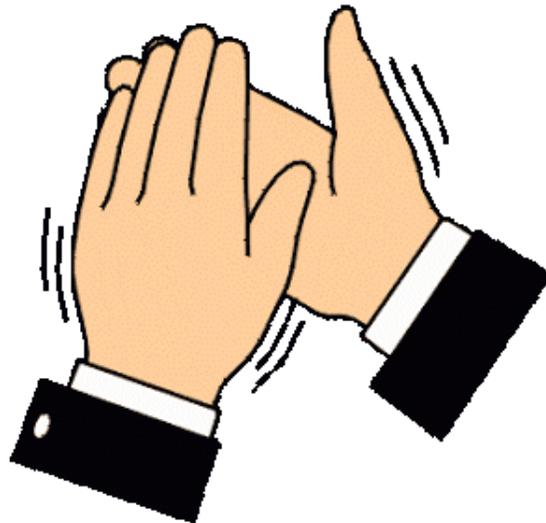
Marian Brewer (far left) and winning team!

Each team was given the same questions: "How can 3M create a method to determine the number of lives improved through its (a) products, (b) operations and (c) community work? In what ways will this resonate with our key audiences which consist of (a) investors, (b) employees and (c) customers? Is there an existing societal/social value measurement or framework to follow? In what areas can 3M improve the most lives? How can 3M measure and communicate its progress to its key audience?"

Each team was given a private conference room, a coach, and a 3M employee who watched and took notes on how each student handled working in a group of people with diverse backgrounds and language barriers. After three full days of testing their critical thinking skills on the case study, each team presented their idea to a panel of judges and executives.

The judges included: the Latin American talent development manager; the Global chief diversity officer; the Senior Vice President-Supply Chain; the Senior Vice President-Human Resources; the International Sales Development Manager; the Vice President of 3M gives; the Vice President of Global Human Resource Business Operations; the Vice President of Global Sustainability; and the Vice President of Talent Solutions.

It is noteworthy that Marian Brewer speaks four languages and has a great deal of experience in critical thinking and project competitions. She has been offered a position at 3M after graduation.



3M is both a national sponsor of Enactus and a premium partner with the Center for Professional Sales in the McCoy College of Business at Texas State.

For more information, please contact: Vicki West, Director of the Center for Professional Sales and the Dr. Paul R Gowens Excellence Professor in Business Administration, McCoy College of Business at Texas State University. She may be reached at 512-245-3224 or vw03@txstate.edu.

STUDENT ORGANIZATIONS

GET INVOLVED!

The Department of Marketing faculty actively support and advise 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 - gz10@txstate.edu

American Advertising Federation (AAF)

Dr. Rick Wilson - rtw34@txstate.edu

Students In Free Enterprise (SIFE)

Mrs. Vicki West - vw03@txstate.edu



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McCoy Hall 424

601 University Drive

San Marcos, TX 78666

Phone—512-245-7428

Fax—512-245-7475



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Editor, Cheryl T. Perez

ctperez@txstate.edu

Texas State University is a tobacco-free campus.