

IMPORTANT DATES

October 11th

Spring 2013
Registration Starts

October 25th,

Thursday, 5:00 p.m.
Automatic "W"
Deadline. Last day to
drop a class.

October 31st

Happy Halloween

ALPHA MU ALPHA



The Department of Marketing is getting ready for the fall 2012 initiation of Alpha Mu Alpha, the national marketing honorary society recognizing and rewarding scholastic achievement among marketing students. To be invited to join Alpha Mu Alpha, marketing majors are required to have 90+ credit hours and be in the top 15% of their class with respect to GPA. **Watch for your invitation to join! The deadline to join is October 15th.**

Marketing Memos

DEPARTMENT OF MARKETING
MCCOY COLLEGE OF BUSINESS ADMINISTRATION
SEPTEMBER 2012

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.

MKT 3375—SOCIAL MARKETING



Do you want to get real marketing experience while helping your community? If so, MKT 3375 Social Marketing is the elective for you! In this course taught by Dr. Karen Smith, you will learn how to apply marketing principles and tools to achieving social goals. Students work with local non-profit organizations to plan and implement marketing strategies. From fundraising to behavior change, this hands-on class will give you something to talk about in your job interviews. Prior clients include Planned Parenthood, Hays-Caldwell Women's Center, Keep San Marcos Beautiful, Prevent-A-Litter, Hill Country Ride for AIDS and many more. There are high expectations of students in this course. This is a class that will require a lot of your time and effort, BUT doesn't require any tests. You will use your creativity and marketing skills to complete the written assignments and develop the marketing plan, as well as implement the plan you develop. Through this class, you will gain valuable experience in the real world.

AMA 15th Annual Business Etiquette Dinner



No matter where an interview takes place, it is still an interview. If a potential employer decides to interview you over a meal at a restaurant, your table manners must be up to par. The Texas State American Marketing Association's 15th Annual Business Etiquette Dinner is scheduled for Wednesday, October 17th at 6:30 p.m. in the San Marcos Convention Center at Embassy Suites. Check-in and appetizers will be at 6:00 p.m. Tickets can be purchased at AMA meetings and in the Marketing Department office in McCoy Hall 424 for \$20 each. There are a limited number of tickets available and will be sold on a first come basis, so buy your tickets now! The dress is business professional. For more information regarding AMA and/or the Etiquette Dinner, visit their website at www.business.txstate.edu/AMA

**AMERICAN MARKETING ASSOCIATION
MARKETING WEEK
October 1-5, 2012**

"Market You"

Monday, October 1st—5:00 p.m.—LBJ 3-7.1

To kickstart Marketing Week, the first workshop focuses on community service! Liver transplant recipient, Pat Buchta is here to tell us her experience firsthand. This workshop will focus on AMA Saves Lives and organ donation and helping the community by spreading the word.

"Career Fair Tips and Marketing You"

Tuesday, October 2nd—5:00 p.m.—LBJ 3-7.1

Jaime Haynes, a Campus Recruiter for Ferguson, will discuss how to utilize career fairs to your advantage. This valuable workshop will teach you how to navigate through a career fair, and stand out amongst a crowd of recruiters.

AMA Speaker Meeting

Wednesday, October 3rd—5:30 p.m.—LBJ 3-7.1

It's election year and AMA is honored to have Will Frank, the President of Franklin Strategy Group, here to speak to us about social media and how much it can influence politics. Business Casual attire is suggested, and food will be available at 5:15 p.m.

"Revamp Your Resume"

Thursday, October 4th—5:00 p.m.—LBJ 3-7.1

Ryanne Janca, a Talent Acquisition Specialist with **Enterprise**, will provide information on developing an effective resume. It is one of the most important "marketing you" tools. Come learn how to make your resume stand out in a positive way.

"AMA Social"

Friday, October 5th—6:00-9:00 p.m.—Chimy's

Come network with your peers and AMA alumni!

AMA Saves Lives

October 8th—12th

The AMA Saves Lives booth will be on the 2nd Floor of LBJ during the week of October 8th - 12th from 10:00 a.m. - 2:00 p.m. We want to bring awareness to the community about organ donation.

"Dress for Success"

Tuesday, October 9th—5:00 p.m.—LBJ 4-1.6

Dr. Turri, Assistant Professor in the Texas State Marketing Department, will lead this workshop. Come learn what is appropriate attire for the business world as well as what not to wear.

CAREER SERVICES

Rock Yo Resume (Resume Critiques)

Monday & Tuesday, October 1 & 2, 2012

9:00 a.m. - 2:00 p.m.

Quad (Front of Evans Liberal Arts)

Fall Job & Internship Fair

Wednesday, October 3, 2012

2:00 - 5:30 p.m.

LBJ Student Center Ballroom

The Fall Job and Internship Fair is an opportunity for all students to visit with employers regarding different careers, internships, part-time and summer jobs, and/or full-time employment following graduation. Many of the employers who attend the Fall Job and Internship Fair will schedule on-campus interviews later in the fall semester. Login to your Jobs4Cats account to connect with Employers scheduled to attend. For more information or how to register for Jobs4Cats, visit the Career Services website.

Law School Fair

Wednesday, October 3, 2012

7:00 - 9:00 p.m.

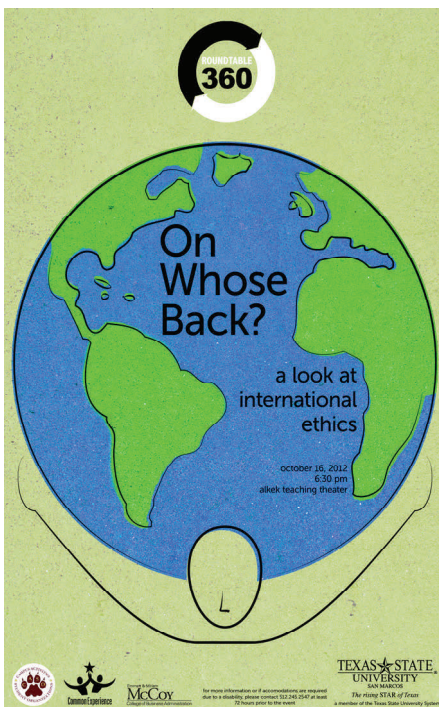
LBJ Student Center Ballroom

Representatives from nearly 100 law schools nationwide will be on campus to speak to students about their programs. You don't want to miss the largest law school fair at Texas State.

360° ROUNDTABLE

presents

"On Whose Back? A Look at International Ethics"



Students and faculty are invited to this year's 360° Roundtable event, "On Whose Back? A Look at International Ethics." The event will be held on Tuesday, October 16, from 6:30-8:00 p.m. in the Alkek Teaching Theatre, with a reception following. We will have a keynote speaker, commentators, and a Q & A session. Aligning with the 2012-2013 Common Experience theme of "**A Global Odyssey: Exploring Our Connections to the Changing World**," the 360° Roundtable annually brings respectful conversation to campus to look at all sides of 21st century topics. We look forward to your participation at the October 16th 360° Roundtable event. Additional information on this and other Common Experience events may be found at: <http://www.txstate.edu/commonexperience/calendar.html>

BETA GAMMA SIGMA

Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International (Association to Advance Collegiate Schools of Business). Congratulations to the following Marketing students who have been invited to join Beta Gamma Sigma:

Homer Arellano
Katlyn A. Byrnes
Willem A. Gonzalez
Samantha M. Grief
Ryan C. Johnston
Brittney L. Margolis
Lauren N. Miller
Courtney L. Parmer
Kirk M. Petrash
Stafford B. Rose



Spring 2013 Registration Starts October 11th



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Texas State Department of Marketing now has a Facebook page.

Like us today! www.facebook.com/dept.marketing

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