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.

McCoy College Scholarships

All business majors and BA Economics majors, who will graduate in December 2017 or later, are eligible for McCoy College scholarships.

Students complete one application for eligibility to all McCoy CBA scholarships. Note that accounting majors have an additional form. Students with very high GPAs may also apply for the Presidential Upper-Level Scholarship, a very prestigious award which is given to one student in McCoy each year.

Go to The McCoy College Scholarship webpage accessed through the Undergraduate Programs tab, then click Scholarships. Click the FAQs link before filling out your application.

All materials are due in the Dean’s Office, McCoy 530, by 5 pm on February 8, 2016.

Weblink:
http://www.mccoy.txstate.edu/Undergraduate/scholarships.html

For more information regarding McCoy scholarships, please contact Dr. Karen Smith at karen.smith@txstate.edu.
Every Wednesday from 9am-1pm at the LBJ Mall area – AMA T-shirt Sales!

Restocked! All sizes are now available for our new custom-designed T-shirts. We are proud to be selling them, and would like you to be just as proud by wearing them! Our involved AMA members will be out there in the LBJ mall area, right in front of LBJ. Make sure you visit us, and buy yourself a T-Shirt!

Wednesday, November 18th – 5th Annual Turkey Dinner

On this day, we will proudly be hosting our 5th Annual Turkey Dinner. We welcome everyone to bring a side dish or dessert for a potluck. Everyone will be paying $5 for a plate or bring canned food, both of which proceed the Hays County Food Bank. We also wish everyone a happy Thanksgiving!

Now until November 20th – Turkey Tackling Hunger

With Thanksgiving just around corner, it’s the perfect time to help make Thanksgiving special for those in need. AMA will be collecting food donations for the Hays County Food Bank, who will be organizing the Holiday Box Program, that gives struggling families a box of food needed for a holiday feast. Canned food donations can be dropped off at the Marketing department in McCoy room 424 until November, 20th. For questions, contact Sydney Arguijo, VP of Community and Social Impact, sja45@txstate.edu.
Texas State Competitions

International Collegiate Sales Competition
Role Play and Sales Management Case Competition
Top 10 Role Play Team - # 9 Texas State University

This is a University Sales Center sponsored competition with an international component. This year’s international component was Cuba and the impact of opening trade between the two countries. The scenario was a company selling a CRM product to a major business in Cuba.

State Farm Role Play/Marketing Competition
6th Place Team—Combination Role Play/Marketing Presentation

State Farm sponsors this annual competition at University of Central Missouri. Some of the prestigious universities attending included USC, Wake Forest, and Arizona State. Texas State University was only one of two universities invited from the state of Texas.

Kyle Manuel, Hollie Neal, Alexandria Bonugli (Alternate), Wayne Noll

Mitchell Stanfill and Kirsten Denton
Rod Keller is the president of Segway, Inc. He is an accomplished executive with domestic and international experience in sales & marketing, operations, P&L oversight, multi-channel production distribution, and marketing involving both start up and growth organizations. Keller has a track record of increasing sales while spearheading operational improvements to drive up productivity and reduce costs. In 2003, he was named Technology Marketer of the Year by Technology Marketing magazine.

Keller has shown himself to be a decisive leader with proven success in new market identification and strategic market positioning for multibillion dollar consumer and commercial organizations.

Prior to joining Segway, Inc., Keller was president and chief executive officer of T3 Motion, Inc. He has worked for several well known companies, including DIRECTV, Inc., Siemens Gigaset Home & Office Communications Devices, Inc., Linksys, Inc., and Toshiba America Information Systems, Inc.

Keller has been recognized throughout his career for the following accomplishments:

- Largest single purchase order ever secured at DEC - $80M - 1995
- Dell Branding Iron – Fastest Growing Independent Business Unit in 1993
- Branch Manager of the Year 1987 – Epson America, Inc.
- Member, Advisory Council, McCoy School of Business, Texas State University
- Who’s Who Among Students in Universities and Colleges 1982

Keller is a graduate of Texas State University. He received his Bachelor of Business Administration from the university in 1981.
Membership in Beta Gamma Sigma is the highest scholastic recognition a student can receive in an undergraduate or master's program in business or management. To be eligible for membership, a student must rank in the upper 10 percent of advanced sophomores, juniors, or seniors, or upper 20 percent of master's students based on their Texas State GPA. Additionally, prospective undergraduates must have completed at least 15 hours at Texas State, 12 hours of which must be classes in the McCoy College of Business Administration. Graduate students must have completed at least 40 percent of graduate coursework required for the program in which they are enrolled.

Congratulations to our Marketing students who joined Beta Gamma Sigma!

   Anna Altinger
   Chelsey Caldwell
   Elena Cortez
   Shelby Flournoy
   Leesa Johnston
   Kyle Manuel
   Michelle Miller
   Ryan Ray
   Jaylia Travis
   Renee Walston
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