



McCoy College of
Business Administration

DEPARTMENT OF MARKETING

September 2016 NEWSLETTER

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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.



Important Dates

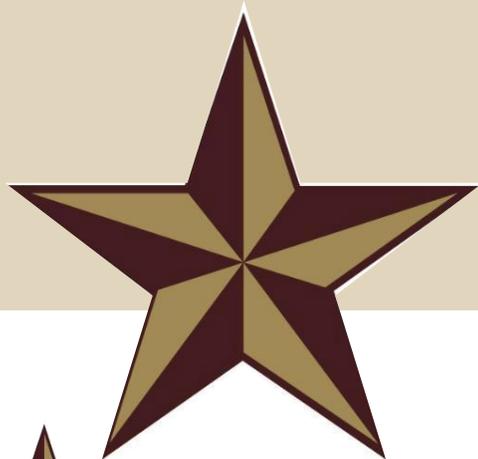
- 5th Labor Day (Classes Do Not Meet)
- 7th Late Schedule Changes End (4:45 p.m.)
Special Late Registration Ends (4:45 p.m.)
- 14th Official 12th Class Day / Last Day to Drop with 100% Refund ‡
(Ends at 11:59 p.m.) [See Refund Policies and Schedules](#)
- 27th Last Day to Drop a First 8 Week Class ‡
First 8 Week Class Automatic "W" Deadline
(Both End at 11:59 p.m.) [See Dropping/Withdrawing](#)

Service- Learning Fellow: Dr. Karen Smith

Presents: Marketing for Social Change

Friday, October 14th 11:00-12:00pm

ALKEK 104-105



Happy Birthday...

Dr. Ray Fisk

9/27th

ACKNOWLEDGEMENTS



Dr. Ray Fisk received the 2016 AMA SIG Leadership Award



In 2016, Dr. Fisk was selected as the inaugural SIG Leadership Award recipient, honoring his significant contributions to the SERVSIG and AMA's Special Interest Groups as a whole.

In addition to founding the AMA's Services Marketing Special Interest Group, Professor Fisk was asked to serve on the Academic Council where he was an advocate for SIGs as well as a number of other initiatives.



For more coverage and highlights,
see links below:



**AMERICAN MARKETING
ASSOCIATION:**

**[PROFILES FROM THE ACADEMY:
RAYMOND P. FISK](#)**



**SERVSIG- FOR THE COMMUNITY, BY
THE COMMUNITY:**

**[RAY FISK'S INAUGURAL SIG
LEADERSHIP AWARD PRESENTATION](#)**

Cintas is a long-time sponsor of **Enactus** at both the national and local level. More recently, they also became a corporate partner of the professional sales program. On that note, this summer they donated 1200 pieces of clothing to the Career Closet, founded by Dr. Anna Turri. She spearheaded the creation of the Career Closet, which is housed in Career Services in the LBJ Student Center offices.



CAREER CLOSET IS NOW OPEN

Free suit rental for Texas State Students
Monday-Friday | 9:00am-4:00pm | LBJ 5-6.2

Sales Alumni Success

Hayley Creasy made President's Club for The Tom James Co. in her 10th month of employment. Hired and trained by another star sales student, Ms. Katie Fore, Texas State alumni continue to excel in sales positions with partnering companies.

American
Marketing
Association
Informational Meeting
Wednesday
September 7, 2016
5:30PM
LBJ 3-14.1



THE DEPARTMENT OF MARKETING WELCOMES THREE NEW FACULTY

[CLICK ON THEIR PICTURE TO LEARN MORE](#)

Mr. Craig Miller is joining the department as lecturer and will be teaching courses such as Consumer Behavior and Marketing Management. Mr. Miller received his Bachelors of Science degree from the University of Oregon and MBA from Portland State University. In addition, he received extensive training in Professional Sales, Marketing and Business Strategy and post graduate courses in electronics, computer science and business. His experience includes over 40 years of Private Industry within High Technology His leadership positions included VP Marketing, VP Sales and Marketing, Sr. VP/General Manager of mid-sized public corporations and President/CEO of a software startup venture.



Dr. Sidney Anderson is joining the department as an assistant professor. Sidney earned his B.S. in Computer Information System and M.B.A. from the University of Central Missouri, and Ph.D. in Business Administration from Florida State University. Prior to entering academia, he accumulated twelve years of experience in the information technology industry. Sidney's research focuses on interactions that occur between frontline employees and customers during the service experience, with special attention paid to the impact of service design on the interactions. Specifically, he focuses on healthcare marketing, service operations management, and employee/customer well-being.

Dr. Linda Nasr is joining the department as an assistant professor. She is from the UK where she earned her Ph.D. from The University of Manchester. Dr. Nasr's research interests include service management and marketing, Transformative Service Research (TSR), and customer feedback management. In particular, Dr. Nasr is working on further exploring TSR related topics. Dr. Nasr is an Editorial team member of the *Journal of Service Management* and serves as Electronic Media Officer and Board Member of SERVSIG AMA. Dr. Nasr teaches Services Marketing and Principles of Marketing. She is also looking forward to contribute to the services marketing concentration offered in the Department of Marketing. Finally, Dr. Nasr is the winner of prestigious awards at the University of Manchester. Dr. Nasr speaks four languages fluently.



RESEARCH SPOTLIGHT

Dr. Rick Wilson



Wilson, R.T. and J. Casper (2016), "The Role of Location and Visual Salience in Capturing Attention to Outdoor Advertising," *Journal of Advertising Research*, 56(3), 259-273.

Dr. Wilson's Research Program — Early in my academic career, I developed a framework to aid practitioners in the design and physical placement of outdoor advertisements and to aid academics to study it in support of practitioner work. The framework attempts to maximize consumer attention, comprehension, and persuasion of outdoor advertising. The goal of my research program in this area is to systematically build consensus around this framework and demystify how this form of advertising actually works.

Overview of the Article — The current study uses two different technologies to understand which characteristics of a billboard are the most important in capturing consumer attention. Eye-tracking technology is used to indicate which billboards actually received consumer attention, while a computer software program from the field of cognitive neuroscience is used to indicate why a billboard received attention. The software mimics the human visual attention process and identifies objects most likely to receive attention due to its visual saliency, or its ability to "pop" and be noticed. Study results suggest that visual saliency has limited influence on drivers' attention to billboard advertising, but rather where a billboard is physically placed alongside the road is more important.

On Outdoor Advertising — Outdoor advertisements, such as billboards and urban posters, are amazing business tools. They can entertain us while we sit at a stop light or they can educate us about climate change while we ride mass transit. They have the potential to interrupt our daily lives in ways that other media only wishes they could do. There's no fast-forwarding or skip button here. Outdoor ads are potentially some of the most creative ad canvasses available to modern day advertisers. Indeed, who hasn't talked to a friend about an amazing billboard they just saw on the way into work or school? And perhaps most importantly, Lady Bird Johnson may have attempted to remove all billboards from along our roadsides as part of the Highway Beautification Act of 1965 citing visual pollution, but to me billboards are just as beautiful as the wild flowers she intended to put in their place. Oh, and billboards probably add more year-round "green" to our economy.



RESEARCH SPOTLIGHT

CONTACT INFORMATION

STUDENT ORGANIZATIONS

GET INVOLVED!

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



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MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

Texas State University is a tobacco-free campus.



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