

## IMPORTANT DATES

April 1st

April Fools Day



April 22nd

Earth Day



April 22nd

Early Registration for  
Summer and Fall Ends at  
11:59pm



# Marketing Memos

DEPARTMENT OF MARKETING

MCCOY COLLEGE OF BUSINESS ADMINISTRATION

APRIL 2013

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.mccoys.txstate.edu](http://www.marketing.mccoys.txstate.edu).

## Texas State wins Gold at the AMA International Collegiate Conference!

Texas State AMA takes home GOLD at the 35th Annual American Marketing Association International Collegiate Conference.

Members of the Texas State American Marketing Association (AMA) attended the 35th AMA International Collegiate Conference in New Orleans, Louisiana on March 21st -23rd. Bringing together 1400 students and their faculty advisors, this conference provides three days of learning and networking.

The Texas State AMA Chapter proudly received numerous accolades during the conference. This year in the awards competition, Texas State was recognized as a Gold Chapter based on their submitted chapter plan and annual report. Reports are judged on professional development, communications, fundraising, and community service. This honor acknowledges Texas State for second place internationally. This is the fourth year in a row that Texas State AMA has been recognized as a Gold Chapter.



(AMA continued from page 1)



Amanda Hepner is named AMA Student Marketer of the Year

Texas State also received 2nd place in the AMA Case Competition. Teams developed an IMC Plan for Donate Life America and the finalists presented their results to Donate Life judges in New Orleans.

Texas State AMA is also proud to acknowledge our President Amanda Hepner. She was selected as Student Marketer of the Year for AMA. Charles Downing received second place in the Northwestern Mutual Sales Competition. Other awards received included 2nd place in the Website Competition and Outstanding Marketing Week. The Texas State AMA Chapter also received numerous awards for their work with AMASavesLives which is a program raising awareness for organ donation. These awards included 2nd place in the Best Video Competition, 2nd place Donor Registrations (fall and spring), Best Event (fall and spring) and many others.

Texas State also had a team compete in the SABRE Competition, a business simulation competition and the marketing strategy competition. In addition, President Amanda Hepner, along with David Tucker, VP of Fundraising, were asked to present in a session called "How to be a Top Chapter."

## AMERICAN MARKETING ASSOCIATION Workshops and Speakers March 2013

### ***AMA Officer Elections***

**Wednesday, April 10th—5:30 p.m.—McCoy 124**

Interested in becoming an AMA officer? AMA is hiring for all officer positions for the 2013-2014 academic year. This is a great opportunity to get further involved with AMA and boost your resume! Elections will be held on April 10th. You must fill out an application and turn it and resume in to the Marketing Department by April 8<sup>th</sup> at 5:00 pm. Applications and officer position descriptions can be found in the Marketing Department or at [www.txstateama.com](http://www.txstateama.com). For more information please contact Amanda Hepner, president, [ah1716@txstate.edu](mailto:ah1716@txstate.edu).

### ***"The Positive Side of Discontent" with Mattress Firm***

**Tuesday, April 16th—5:00 p.m.—LBJ 3-6.1**

Join us in welcoming Matthew Haneman from Mattress Firm. We are all competitive people, we want to be the best at whatever we are trying to accomplish. We need to focus on our strengths and weaknesses equally and be honest with ourselves on our areas of opportunity.

### ***AMA Speaker Meeting***

***White Lodging and End of the Year Social***

**Wednesday, April 24th—5:30 p.m.—LBJ 3-14.1**

White Lodging is an outstanding hotel management company boasting a portfolio with a diverse range of hotels! This meeting will be held on Wednesday, April 24th in LBJ 3-14.1 at 5:30p.m. Following our guest speaker, we will reflect on a successful year and enjoy some amazing food!

## Texas State University Sweeps National Sales Competition!



L-R: Vicki West - Faculty Coach; Carolina Espinoza; Mykayla Goodwin - Undergraduate Champion; Logan Matson - Undergraduate Semi-Finalist; Amy Parker - Graduate Division Overall Champion; Greg Souquette; Monica Zerwas - Graduate Division Overall Champion

Graduate Division Winner – Opening Sales Call – Monica Zerwas  
Graduate Division Winner – Team Sales – Monica Zerwas and Amy Parker  
Graduate Division Winner - Sales Maintenance Call – Amy Parker  
Overall Graduate Division Winner – Monica Zerwas and Amy Parker

Undergraduate Division Individual Winner – Mykayla Goodwin  
Overall Undergraduate Division Winner – Mykayla Goodwin and Logan Matson

Nearly 150 college students from 67 universities traveled to Georgia for a chance to compete at the 15<sup>th</sup> Annual National Collegiate Sales Competition (NCSC), hosted by the Coles College of Business at Kennesaw State University March 1-4, 2013. These students are not just competing for the title of champion. They are also competing for job offers from Fortune 500 recruiters from across the world. The NCSC has become an annual hot spot for recruiters who want to hire the top sales students in the United States.

Representing the graduate division for Texas State University were Monica Zerwas and Amy Parker. Representing the undergraduate division for Texas State were Mykayla Goodwin and Logan Matson. Rachael Jorgensen served as the graduate team student coach. She was supported by Greg Souquette and Carolina Espinoza, who were also team participants this year. The faculty coach was Vicki West. Results and this year's winners include:

### Undergraduate Division – FINAL FOUR WINNERS (out of a field of 134)

- 1<sup>st</sup> Place: **Mykayla Goodwin – Texas State University**
- 2<sup>nd</sup> Place: Brittany Nagy – University of Akron
- 3<sup>rd</sup> Place: Kalie Noll – Ball State University
- 4<sup>th</sup> Place: Gary Tam – Queens University

Each undergraduate team has two members whose cumulative scores through each of four consecutive rounds of selling over a three day period are tallied. Logan Matson advanced to the “Sweet Sixteen” division. Mykayla Goodwin advanced to the “Final Four” and won the first place award. Their combined scores allowed Texas State to bring home the trophy for first place overall at the undergraduate level.

(SALES continued from page 3)

**Graduate Division Overall Champion – Texas State University**

1<sup>st</sup> Round Needs Identification Champion – **Monica Zerwas**

2<sup>nd</sup> Round Team Selling Champions – **Monica Zerwas & Amy Parker,**

3<sup>rd</sup> Round Account Maintenance Champion – **Amy Parker**

The overall Graduate Division Team Champion is determined by cumulative points in all three graduate rounds, highlighting the importance of both individual and team sales ability.

Monica Zerwas, the graduate winner of the needs identification round, had these comments. “Our team’s dedication to uphold our reputation of excellence was one of the main drivers that helped all of us reach our goals. The Texas State Professional Selling program and its students share an unparalleled passion for hard work.”

Nearly 50 companies participated, including: 3M, Liberty Mutual, Henry Schein, Tom James, TekSystems and ADP, the product sponsor for 2013-2017. Previewing elite up-and-coming sales talent who can add value to their respective organizations is the primary reason for their involvement. Additionally, the excellent companies listed above also partner with Texas State University’s Center for Professional Selling.

Amy Parker, the graduate champion of the sales maintenance round, noted, “The chance to represent the Texas State Sales Program at the National Collegiate Sale Competition in the graduate division was an opportunity for which I am deeply thankful. This experience was one of the most challenging and rewarding experiences of my collegiate career. Thank you, McCoy College of Business, for your unending support and the opportunity that enabled our team to sweep the competition!”

**Congratulations to Dr. Ruth Taylor!**



**Marketing Educators’ Association (MEA) Marketing Educator of the Year**

Dr Taylor was unanimously selected as the MEA’s Marketing Educator of the Year! Dr. Taylor will received this award at the upcoming MEA conference, which will be held in Portland, Oregon April 18th-20th. As part of receiving the award, Dr. Taylor will give a 30-minute dinner presentation on her Fulbright work in Peru and her use of 'dramatics in the classroom. Please join us in congratulating Dr. Taylor on this very well deserved honor!

## **Go Global. Stay Local. San Antonio Externship Day \*\* (Registration Required) \*\***

Thursday, April 18 | 7 AM – 5 PM | San Antonio, TX | [Register](#) online:

Get off campus. Experience the River Walk. Learn about global career opportunities right here in Central Texas. Join Career Services for a day-long excursion to San Antonio, TX to learn about the Texas link to this year's Common Experience theme, A Global Odyssey.

Trip highlights:

- River boat tour on Texas' #1 tourist destination: the River Walk!
- Lunch and tour at Port San Antonio, Texas' premiere aerospace, industrial complex and international logistics platform
- Visits to Fortune 500 companies including USAA
- And more!

Join us on Thursday, April 18 for this exciting opportunity to learn about globalization right here in Texas State's backyard. Vans will leave campus at 7:30 AM and return by 5 PM.

This event is free and open to all majors, and is limited to 30 students. Spots will be filled on a first-come, first-served basis. Register online at: <http://signup.txstate.edu/topics/224-go-global-stay-local-san-antonio-externship-day>. **Registration closes on Thursday, April 11.**

## **McCoy Presentation Series**

Job search in a slump? Feel lost and unsure of how to go about finding your first professional job? Now is the time to kick-start your career search and to maximize your job search efforts! Make a few career-related New Year's resolutions and commit yourself to achieving them this semester. Start by joining Ross Wood, Career Advisor and McCoy Liaison for these valuable programs designed for you, the McCoy business student.

### **Practice Makes Perfect: How to Rehearse for Your Next Job Interview**

April 8th / McCoy 124/ 5:30 p.m.—6:30 p.m.

Make sure you put as much effort into practicing for an interview as in landing one. Get **10 expert tips** to help polish your interview performance.

### **Conference & Basic Etiquette 101: Don't be a Conference Commoner; Be a Conference Commando!**

April 22nd / McCoy 124/ 5:30 p.m.—6:30 p.m.

A conference is a huge opportunity to build relationships with extraordinary people - - people who might have a significant impact on your professional or personal success. To make sure you maximize the return on your investment of time and money to attend, you can't afford to be a conference commoner. You have to be a conference commando. Discuss conference and basic etiquette tips that will make you shine!

# Buckle Sales and Management Internship

Wednesday, April 17th at 5:00 PM in McCoy Room 233.

It's often said that experience is life's best teacher, and as a Buckle Intern, you'll get exactly that—a challenging, hands-on retail experience. You can earn college credits while being exposed to different areas of our business—from sales and store merchandising to hiring and store operations. By working as a valuable member of the sales team, you'll gain an understanding of how the business works and what it takes to excel.

This three to four month position—which can be full or part-time—provides you with the unique opportunity to expand your knowledge of the retail industry and determine whether you'd like to further pursue a career with Buckle in retail management.

Buckle offers competitive wages, a flexible schedule, and a generous employee discount, as well as an excellent benefits package for our full-time teammates.

**Skills Required:** Excellent communication skills, an interest in fashion, an open-minded, outgoing personality, and enthusiasm.

College sophomores, juniors or seniors preferred.

***Please apply online at [www.buckle.jobs](http://www.buckle.jobs).***



## ***Northwestern Mutual – Information Session (All Majors)***

**Tuesday, April 2nd | 5 – 6 p.m. | LBJ Student Center 3-7.1**

Northwestern Mutual is a financial company among the "World's Most Admired" life insurance companies according to executives, directors and analysts in FORTUNE® magazine's 2013 annual survey. They have the highest financial strength ratings awarded to any life insurer by all four of the major credit rating agencies. Northwestern is looking for motivated college graduates and current students for their full-time and internship positions. Their financial representatives offer a personalized approach to providing customized solutions tailored to each client's individual needs.

Please attend the information session on April 2nd, from 5:00 to 6:00 p.m., in the LBJ Student Center 3-7.1 to learn more about the application process and job opportunities with Northwestern Mutual. Contact Casey Menn at [caseymenn@txstate.edu](mailto:caseymenn@txstate.edu) if you have any questions.

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### **Ad Club Invite**

The Ad Club at Texas State would like to inform you that the Marketing Coordinator of the San Antonio Spurs, Keisha Wyatt, will be speaking this week at the Ad Club meeting. The meeting will be this Tuesday, **April 2nd in Old Main 234 at 7pm.**

## 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. 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



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**Texas State University is a tobacco-free campus.**