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.mccoym.txstate.edu.

Texas State ENACTUS wins Regional Conference!

Texas State Enactus won their regional competition held in Dallas, Texas for the 16th year in a row. One of the largest undergraduate free enterprise teams in the world, Texas State Enactus has twice been the U.S.A. national champion and brought home the World Championship one time.

The current President of Enactus, Zach Goss, had this to say about the 2012-2013 team. “There are over 500 universities who go to regional competitions around the United States. But the real test of our program comes down to our program of work and performance at the U.S.A. national competition. That event this year is May 21-23rd in Kansas City, Missouri. While it is very difficult to win the U.S.A. national competition, our goal is always to make the Top 20 schools. I know we have a very good chance of success because I have witnessed all the long hours and hard work that have gone into our presentation this year.”

Female presenters at the 2013 Enactus Regional Competition

L-R: Mykayla Goodwin, Amy Parker-co-captain, Chelsea Watkins, Monica Zerwas—co-captain
John Gifford named Best Advisory Board Member

Mr. John Gifford, the Nestlé Retail Sales Manager of the central Texas area, was named Best Business Advisory Board Member on the Enactus Advisory Board on Thursday, April 18th at a ceremony at Texas State University McCoy College of Business.

Years of hard work, reliability, and professionalism led to the choice of Mr. Gifford as the recipient of the prestigious award. While Nestlé has been a national sponsor of Enactus for many years, the relationship with Texas State Enactus became very strong when John Gifford became involved. He has led efforts to regularly recruit students and build a strong relationship with the Texas State Enactus team. The students like and trust him. Zach Goss, the current President of Enactus, had this to say about John Gifford, “Mr. Gifford is a tremendous asset to our Texas State Enactus team. He is always willing to share his career experiences with the students."

When his colleagues were asked for their impressions of John Gifford, they had this to say, “John’s colleagues often refer to him as the “Master,” because after 37 years with Nestle, John’s wealth of knowledge of our Nestle brands & and the Consumer Packaged Goods industry enables him to teach others within the organization to be successful just like him. Due to John’s partnership with Vicki West and Texas State, Nestle has been able to recruit, develop and retain Nestle employees with high potential.”

The Best Business Advisory board member award is not given every year, and it is a noteworthy achievement for the decision to be unanimous among the student executive committee of Enactus. Vicki West, the Sam Walton Fellow in Free Enterprise and the Director of the Center for Professional Sales, had this to say, “If all corporate executives were as dedicated and professional as John Gifford, they would have tremendous success recruiting top university talent. He is the example to follow.”

For more information, contact Vicki West at vw03@txstate.edu or 512-245-3224.

CONGRATULATIONS
Beta Gamma Sigma Inductees
Spring 2013

Congratulations to our Marketing students who were inducted into Beta Gamma Sigma for the Spring semester

*Heather S Beck*
*Taylor M Brooks*
*Amy E Cole*
*Mycah K Hartsell*
*Josh M Leedom*
*Rachael N McAllister*
*Erin C O’Quinn*
*Anne M Pearison*
*Matthew D Sanchez*
*Andrew C Schafer*
American Marketing Association Takes Home Student Organization of the Year!

At the 2014 Boko Awards held April 14th, the Texas State American Marketing Association was highly recognized taking home the following awards:

- Registered Student Organization of the Year
- Excellence in Leadership & Professional Development
- Organization Woman of the Year, Amanda Hepner
- And Faculty Advisor of the Year, Dr. Gail Zank

The Boko Awards ceremony, held every spring semester, honors those organizations and individuals who make a commitment to leadership, service and excellence. Students of the university community are recognized as individuals and as part of an organization for achievement in campus involvement and leadership. There are over 300 registered student organizations at Texas State. Boko Awards are hosted by the Office of Campus Activities and Student Organizations with the help of the Student Organizations Council.

The American Marketing Association was recognized as both the Registered Student Organization of the Year and was awarded Excellence in Leadership and Professional Development in recognition of the many professional development events and community service events they put on including speaker meetings, workshops, field trips, and in recognition of their regional conference and etiquette dinner.

Charles Downing
Amada Hepner
Mervin Medina

Dr. Gail Zank
Amanda Hepner
Marketing Educator of the Year, Dr. Ruth Taylor!

Please help us congratulate Dr. Ruth Taylor on her award as Marketing Educator of the Year!!!

Be Part of the Fall 2013 AAF Research Class

If you are interested in taking the Fall 2013 AAF (American Advertising Federation) Research Class, which counts as an upper-division elective, please contact Dr. Mary Ann Stutts:

ms04@txstate.edu; 512-245-3190; 420 McCoy Hall.
General Criteria for Adelante 2013-2014 Scholarships

Apply online at www.adelantefund.org today

Deadline is May 31st!

- Be eligible for college as an incoming freshman, freshman, sophomore, junior or senior by fall 2013.
- **Main Scholarships require students to pursue a degree in the following:** International Business, General Business, Economics, Finance, Accounting, Marketing, Public Relations, General Communications, Sales, Mechanical Engineering, Electrical Engineering, Biochemistry, and Computer Science.
  *Additional scholarships may not require specific major.*
- Must be a US citizen or Legal Permanent Resident.
- Have and maintain a GPA of 3.0 or above (on a 4.0 scale). *Some scholarships require a 2.75 GPA.*
- Maintain full-time enrollment status throughout duration of the scholarship term.
- Provide two letters of recommendation which express leadership potential.

**Amounts for scholarships range from $1,000-$3,000**

**Scholarships available:**

- [MillerCoors National Scholarship](#)
- [MillerCoors Science and Engineering Scholarship](#)
- [MillerCoors Chicago / Colorado Scholarship](#)
- [Abercrombie & Fitch Future Leaders Scholarship](#)
- [Adelante / Ford Motor Company Future Leaders Scholarship](#)
- [Adelante’s Scoring for Education Scholarship](#)
- [H-E-B / Adelante Future Leaders Scholarship](#)
- [HOPE Scholarship](#)
- [Gilbert G. Pompa Memorial Endowed Scholarship](#)

For full criteria on all scholarships please visit [www.adelantefund.org](http://www.adelantefund.org)
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