

Marketing Memos

IMPORTANT DATES

October 2nd & 3rd

Fall Job & Internship Fair
LBJ Ballroom

October 4th

Last Day for AMA School
Supply Drive

October 10th - December 17th

Spring 2014 Registration

October 23rd

16th Annual Etiquette
Dinner presented by
AMA

October 24th

Automatic "W" Deadline
& Last Day to Drop a
Class (ends at 5:00 pm)

October 31st

Happy Halloween



DEPARTMENT OF MARKETING
MCCOY COLLEGE OF BUSINESS ADMINISTRATION

OCTOBER 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.mccoy.txstate.edu.

The Marketing Department Welcomes Dr. Steven Rayburn



I came to the Marketing department this year after completing my doctoral studies in Marketing at Oklahoma State University. My research interests primarily involve the interactions service providers and salespeople have with consumers with an eye to how these interaction impact the well-being of all of the people involved. I have over fifteen years of service, retail, and sales management experience which I enjoy bringing into the classroom. Originally from Louisville, Kentucky; I am married and father to three children; ask me and I will tell you all about my family. Finally, I love the outdoors and am truly enjoying all the Hill Country has to offer. I am excited to be here and hope to be able to help many of you, as you move toward a rewarding career in Marketing.

Contact me at: Steven.Rayburn@txstate.edu

AMERICAN MARKETING ASSOCIATION (AMA)
Workshops and Speakers
October 2013

Speaker Meeting

Wednesday, October 2nd —5:30p.m.-6:30pm—LBJ 3-9.1

Gerardo Dada, Head of Product Marketing for Rackspace, will be discussing his experiences in marketing as well as give some insight to the business field! Rackspace is the service leader in cloud computing and founder of OpenStack®, an open source cloud platform. Free food will be served at 5:15pm! Business Casual dress is suggested.

Workshop

Tuesday, October 15th—5:00p.m.-6:00p.m.—LBJ 3-7.1

Ryanne Janca, Talent Acquisition Specialist from Enterprise, will speak about how to brand yourself as well as make you stand out from other applicants.

Speaker Meeting

Wednesday, October 16th—5:30p.m.-6:30p.m.—LBJ 3-9.1

We are glad to have Jennifer Starr, Director of Brand Strategy from Signet Interactive come speak about aspects of marketing. Signet Interactive is a trusted digital marketing agency committed to helping their clients deliver more visible, credible, and relevant messages to their customers and prospects. They not only design and build websites and mobile apps, Signet Interactive helps companies brainstorm, write, video, and publish the content for their websites and social media pages. Free food will be served at 5:15pm! Business Casual dress is suggested.

Workshop

Thursday, October 17th—5:00p.m.-6:00p.m.—LBJ 3-7.1

We are happy to welcome Sean Killian, Director of Marketing from Atomic Axis. Recently named as Austin's "2013 Top Web Developer" list, Atomic Axis is a mobile app solutions company that strives to provide services by creating user friendly web products for their clients. Come learn more about the interesting world of mobile marketing!

AMA Speaker Meeting

Wednesday, October 30th—5:30p.m.-6:30p.m.—LBJ 3-9.1

We are glad to have Happy Mecardo, Business Development Manager, from ACL Live. Free food will be served at 5:15pm! Business Casual dress is suggested.

Things Happening within AMA

School Supply Drive

October 4th

October 4th is the last day for The American Marketing Association school supply drive. AMA is helping the local elementary schools in San Marcos by collecting school supplies. Donations such as crayons, pencils, paper, Kleenex, wipes, etc. are accepted. Cash donations are also accepted. Donations will be collected in the Marketing Department (McCoy 424) and at any of our speaker meetings.

Things Happening within AMA (continued)

Marketing Week

October 14th – 18th

Come help celebrate and explore marketing during Marketing Week!

AMA Booth

Monday, October 14th—9:00p.m.-2:00p.m.—Outside of McCoy

Come join us at our booth as we help prepare and spread the word of marketing! Come learn more about AMA. We will be located outside of the second floor entrance of the McCoy College of Business.

Etiquette Dinner

Wednesday, October 23th—6:00p.m.-8:00p.m.—Reed Parr Room, JC Kellam Building

The Etiquette Dinner is held in the fall semester of every academic year. This is a formal event where individuals are educated in dinner etiquette in a professional setting. Attire will be business professional. Check in will begin at 6:00p.m. All Texas State Students are welcome and encouraged to come and polish their professional dining etiquette skills. Tickets can be purchased at all AMA meetings and in the Marketing Department (McCoy Room 424). The price is \$20 and tickets are first come first serve.



INTERVIEWS OCTOBER 16–21

Become a member of Texas State's 2014 NSAC team and gain real-world experience developing an advertising campaign for Mary Kay, Inc.®

Please sign up for an interview on the Ad Club board on the second floor of Old Main no later than October 11th. Please bring 3 copies of your resume and sample work or materials that demonstrate your skills to the

interview. You will also need to know your first and second choices of positions. Go to the Ad Club website for more information www.adclubtxstate.org/nsac.html



FOR MORE INFORMATION
ms04@txstate.edu am40@txstate.edu
www.adclubtxstate.org/nsac.html
www.aaf.org/nsac

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 Department of Marketing now has a Facebook page.

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Editor, Cheryl T Perez
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Texas State University is a tobacco-free campus.