

# Marketing Memos

- DEPARTMENT OF MARKETING -  
MCCOY COLLEGE OF BUSINESS  
ADMINISTRATION

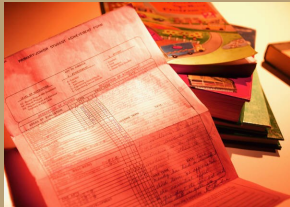
DECEMBER 2013

## IMPORTANT DATES

December 14th  
Commencement



December 18th  
Grades Available



December 19th—  
January 1st

University closed for  
Christmas break



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

**Congratulations** to our Marketing students who were inducted into Beta Gamma Sigma this semester!

Lindsay N Allmon

Caycia L Banks

Stephanie R Brogan

Ryan W Cooper

Jessica R Fedorko

Aspen H Harden

Jennifer M Klinger

Daye Lee

Forrest J Lowman

Raoul Chas Pajares

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 his or her junior or senior class, or upper 20 percent of master's students. Class standing is based on Texas State GPA. Additionally, prospective undergraduates must have completed at least 30 hours at Texas State, 15 hours of which must be upper-level classes in the McCoy College of Business Administration. Graduate students must have completed at least 24 hours of graduate coursework required for a business degree.

## International Collegiate Sales Competition Results Texas State University Sales Team Wins Top Three Teams Award and one of Top Two Individual Awards

Four Texas State students represented Texas State University at the International Collegiate Sales Competition held November 7-10, 2013 in Tallahassee, Florida. Hosted by Florida State University, a member of the University Sales Center Alliance, the mission of the competition was to develop critical skills needed by today's sales graduates and foster best practices among sales organizations worldwide.

***Garnering the top awards for Texas State were four students who participated in researching, coaching, and role playing for the competition.*** Ms. Victoria Logan placed in the **Top Two individuals** at the competition out of a field of 80 competitors; Mr. Shane Michna advanced to the 2<sup>nd</sup> round after having won round one in his bracket. The team, comprised of Ms. Victoria Logan, Mr. Shane Michna, Mr. Alan Yarborough and Ms. Taylor Brooks, brought home the team trophy for **Top Three Teams** at the competition against 38 teams. Since the inception of the competition two years ago, Texas State University was the only university to return to the final four round for both the individual and team competitions.

The mission of the International Collegiate Sales Competition (ICSC) is to enhance the selling profession by encouraging and developing the critical skills needed by today's collegiate sales graduates and by fostering best practices among sales organizations worldwide.

The sponsor for the competition was the Tom James Company, a custom clothier with offices in the United States, Canada, Australia, France, the Netherlands, the United Kingdom, and the United Arab Emirates. The Tom James Company is an active corporate partner of both Florida State University and Texas State University.



Representing Texas State University at the International Sales Competition and garnering a Top Three Teams award were, L-R, Shane Michna, Wayne Noll (Faculty Coach), Victoria Logan, Taylor Brooks, and Alan Yarborough.

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The coach of the team, Mr. Wayne Noll stated, "I am so very proud of all four students who were on the team. They sacrificed and worked tirelessly since mid-August. As a result, Texas State University finished in the top two for the second year in a row for the individual competition, and no other university can lay claim to that accomplishment. Also, our team finished strong with a Top 3 teams award which no other university from the previous year could match!"

"It is an honor to represent Texas State University, McCoy College of Business Administration and the Center for Professional Sales. Finishing in the Top 2 for the Individual award was truly a great experience. My career will be enhanced with this recognition!" – Victoria Logan

For more information, please contact Ms. Vicki West, Director of the Center for Professional Sales at Texas State University. She may be reached at either 512-245-3224 or [vw03@txstate.edu](mailto:vw03@txstate.edu). The website for the Center for Professional Sales is: <http://txstsalescenter.com>.



Representing Texas State University are Mr. Wayne Noll, Texas State University Faculty Coach for the Team and Ms. Victoria Logan, 1st Runner Up Individual Sales Competition.

## **STUDENT ORGANIZATIONS**

### **GET INVOLVED!**

The Department of Marketing faculty actively support and advise three student organizations, all of which have successful track records in achieving 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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*Like us today! [www.facebook.com/dept.marketing](http://www.facebook.com/dept.marketing)*

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