

Marketing Memos

IMPORTANT DATES

November 8th

Spring 2013
Registration Ends

November 21-23

Thanksgiving Break
Classes do not meet!

November 22nd



November 27th

Withdrawal Deadline
(go to zero hours
enrolled) ends at 5 p.m.

DEPARTMENT OF MARKETING
MCCOY COLLEGE OF BUSINESS ADMINISTRATION
SEPTEMBER 2012

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.

INTERNATIONAL COLLEGIATE SALES COMPETITION

Texas State Named One of Two Top Teams!



Three Texas State students, **Samantha Grief**, **Evan Floyd**, and **Lauren Byrnes**, represented Texas State University at the inaugural International Collegiate Sales Competition held October 19-22, 2012 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.

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.

Mr. Wayne Noll, the faculty member who served as the coach for the competition, spent months preparing the students for a three part test of their selling skills. Round 1 focused on building rapport and establishing needs when a significant purchase is expected. Round 2 and round 3 involved a more complex business situation and introduced both an international component and the use of technology in the form of a Skype video sales meeting to Russia.

The coach of the team, **Mr. Wayne Noll** stated, "Our students, Samantha, Evan and Lauren, told me in August that their goal was to continue the tradition of being one of the top selling schools in the nation by finishing in the top two categories in this competition. Their hard work and sacrifice paid off! I am so very proud of them!"

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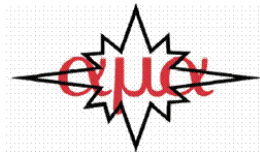
International Collegiate Sales Competition, continued.

Garnering the top awards for Texas State were three students: **Samantha Grief**, who placed in the top two individuals at the competition; **Evan Floyd**, who advanced to the quarterfinals; and **Lauren Byrnes**, who also advanced to the quarterfinals. Texas State was the only university with all three students advancing beyond the first round of competition. Together the students brought home the team trophy for second place overall at the competition.

Ms. Grief had this to say about her experience. "Only after my unforgettable experience at the ICSC competition did I realize how important my involvement in SIFE, the professional selling student ambassador program, and the Texas State sales classes was to my performance in the competition. I am so thankful for all of the career opportunities that have followed."

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. The website for the Center for Professional Sales is <http://txstsalescenter.com>.

ALPHA MU ALPHA



The following marketing students who will be inducted on November 8, 2012 into Alpha Mu Alpha, the national marketing honorary society. To be invited to join Alpha Mu Alpha, marketing majors are required to have 90+ credit hours and be in the top 15% of their class with respect to GPA. Congratulations to all new members!

Edith Arreola

Heather Beck

Katlyn Byrnes

Lara Denney

Kate Fuller

Willem Gonzales

Mykayla Goodwin

Myciah Hartsell

Amanda Hepner

David Higgins

Shelby Lencioni

Brittney Margolis

Rachael McAllister

Sarah McKinley

Lauren Miller

Wesley Miller

Erin O'Quinn

Courtney Parmer

Chelsea Quimby

Stafford Rose

Andrew Schafer

Derek Shaw

Minh Tran

Amanda Vasami

John Velasquez

Sunjana Venkat

Kelby Wenger

AMERICAN MARKETING ASSOCIATION

November 1–20: Turkey Tackling Hunger



On behalf of Hays County Food Bank, Texas State AMA will be collecting food/cash donations for the Turkey Box Program from Nov. 1st to Nov. 20th. This program gives struggling families in the San Marcos area a box of food needed for a holiday feast. Donations can be dropped off at the Marketing Department in McCoy 424 or at AMA meetings. Help a family to have a nice Thanksgiving.

November 5th: “Mastering the Pitch” Workshop

Pitching an idea or yourself to employers is an essential skill needed in the workforce. Stacy Armijo, the Vice President and Austin General Manager of Pierpoint Communications, will discuss tips and techniques on mastering the pitch. The workshop is from 5:00 p.m. to 6:00 p.m. in McCoy 223 on Monday, November 5th.

November 5-8: AMASavesLives Week

**QUAD (Monday and Tuesday) and
2nd Floor of LBJ (Wednesday and Thursday) — 9:00 a.m. to 2:00 p.m.**

AMA Saves Lives is a community service event that happens all year long with the mission to raise awareness about organ donation and inspire others to register here on campus. Stop by our booth to find out more information on how to save lives! You can also register at AMASavesLives.com.

November 9th: American Marketing Association Regional Conference

LBJ 3-14.1 — 9:30 a.m. to 4:30 p.m.

This year, Texas State AMA will host its 6th Annual Regional Conference on Friday, November 9, 2012, from 9:30 a.m. to 4:30 p.m. Check-in/breakfast/networking starts at 9:30 a.m. and the speakers will start at 10:15 a.m. In the ever changing marketplace, companies must adapt to be successful. Come learn how a new startup advertising agency, a Fortune 500 company, and a sports and event marketing company compete in an environment where there is an increasing use of social media, a greater concern for sustainability, and a requirement for marketers to demonstrate return on marketing investment. Speakers include Jonathan Silverstein, Managing Partner for Greatest Common Factory, Thomas Becker, Director of Sales for 3M and Brian Papson, Director of Marketing for the San Antonio Spurs and AT&T Center. Tickets are \$10, which includes a light breakfast and lunch, and can be purchased in the Marketing Department (McCoy 424), the Eventbrite page (there is a small additional fee for purchasing online), and all AMA speaker meetings. Go to Eventbrite to see the schedule for the day at www.txstamaregionalconference.eventbrite.com.

November 14th: AMA Speaking Meeting

LBJ 3-14.1 — 5:30 p.m. to 6:30 p.m.

Jennifer Barnard, a Marketing Coordinator from Satterfield & Pontikes Construction, will speak to us about her role in the marketing world. This is a great opportunity to learn how a service firm markets. Food will be available at 5:15 p.m. and the meeting will start at 5:30 p.m. Business casual dress is recommended.

November 28th: AMA Speaker Meeting

LBJ 3-14.1 — 5:30 to 6:30 p.m.

Angela Brutsche, Director of Marketing and Communications of the Austin Board of Realtors, will be speaking. Food will be available at 5:15 p.m. and the meeting will start at 5:30 p.m. Business casual dress is recommended.

BETA GAMMA SIGMA

Congratulations to the following Marketing students who were inducted into Beta Gamma Sigma on October 24th. Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International (Association to Advance Collegiate Schools of Business).

Homer Arellano

Katlyn A. Byrnes

Willem A. Gonzalez

Samantha M. Grief

Ryan C. Johnston

Brittney L. Margolis

Lauren N. Miller

Courtney L. Parmer

Stafford B. Rose



Spring 2013 Registration ends November 8th

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McCoy Hall 424

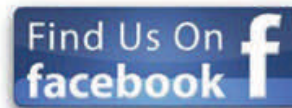
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Texas State University is a tobacco-free campus