Marketing Memos

- DEPARTMENT OF MARKETING -
MCCOY COLLEGE OF BUSINESS ADMINISTRATION

JANUARY 2014

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.

Scholarship Applications Now Available

Scholarship applications are now available on-line at: www.mccoy.txstate.edu/Undergraduate/scholarships.html. All business majors who will graduate in December 2014 or later are eligible for a McCoy College scholarships. Go to the McCoy College Scholarship webpage accessed through the Undergraduate Programs tab, then click Scholarships. Click the FAQ’s link before downloading your application. The application deadline is February 3, 2014. Please turn in your completed application packets to the Dean’s office in McCoy 530. The McCoy College Undergraduate Scholarship Committee will be making their decisions in mid March. Scholarship recipients will be notified by mail and must attend the Awards Day ceremony on April 25, 2014.

McCoy College of Business Administration Graduation Applications

If you plan on graduating this spring, graduation applications are due on Friday, March 7, 2014. For more information about applying for graduation, contact the McCoy College of Business Administration Advising Center at (512) 245-1993 and set up an appointment with your advisor, Kenyon Wilson or Sarah Drennan. You can apply for graduation on-line at www.txstate.edu, click on CatsWeb, and then click on Students. On the Students services page under Academic Records, click on —Apply for Graduation.
Speaker Meeting/Informational Meeting

Wednesday, January 22nd — 5:30 p.m.-6:30 p.m. LBJ 3-14.1

Thinking of ways to start your new year off right? Join us for our first speaker meeting of 2014! Russ Leblanc, Director of Account Management for 97 Degrees West, will be speaking to us about his advertising career. Come learn about the ins and outs of advertising. Also, the benefits of AMA membership will be discussed.

AMA Pet Supply Drive

P.A.L.S. is a nonprofit dedicated to ending pet homelessness. They are always in need of donations for their shelter that houses many pets in the San Marcos community. Pet products (e.g., food, leashes, toys, etc.) and old towels and blankets are needed. You may bring your donations to any AMA speaker meeting or to the Marketing Department in McCoy 424. Cash donations are also accepted. The drive goes from January 21st through February 28th. All donations will go to P.A.L.S. to support financially struggling pet owners and ultimately keep pets off the streets.
Texas State’s American Marketing Association Presents

The 2014 Regional Conference
Marketing In a New Era

February 7th | 9:30 AM – 4:30 PM | LBJSC 3-14.1

Come join us to learn about the latest trends in marketing!

Check-In and light breakfast at 9:30 to 10AM
Business Casual Attire Suggested

- Light Breakfast and Lunch
- AMA Leadership Panel
- Sam’s Club Case Competition
- Great Speaker Presentations

Tickets-$10
www.regionalconference2014-texasstate.eventbrite.com
McCoy 424 and AMA Speaker Meetings

Questions?
Email: txstAMArc@gmail.com

Speakers

Monica Sanchez
Marketing Strategy - Insights Data Catalyst at Dieste Inc.

Jon Peters
Social Media Strategist & Management Consultant

Andriannne Andang
International Communications at MTV Networks & Marketing at Kennedy Creative

Stacy Amrijo
Senior Vice President & Austin General Manager, Pierpont Communications
Congratulations to the Spring 2014 Sales Ambassadors!

Lindsay Allmon
Seth Bleiler
Taylor Brooks
Bobby Broughton
Amanda Burkham
Lakota Campbell
Landa Carroll
Corinne Coffey
Macy Dalton
Michael Darby
Jessica Dodson
Garrett Enriquez
Carolina Espinoza
Taylor Fowler
Jordan Garner
Stuart Genson
Mykala Goodwin
Zach Goss
Collin Grimes
Aspen Harden
Chris Harshfield
Michelle Henao
Marcel Hollie
Odia Kalala
Alex Krohn
Scott Lapier
Victoria Logan
Forrest Lowman
Rebecca Lynn
Logan Matson
Dana McNabb
Shane Michna
Stephen Myers
Mark Nanez
Madison Nye
Kelsey Neuendorff
John Pavelle
Jennifer Perrott
Alex Rafferty
Drew Rino
Glen Roen
Joe Rushing
Ciara Safari
Bianca Saldana
Matthew Sanchez
Michael Sanchez
Tyler Scott Hammond
Greg Souquette
Savanna Uglade
Suzanne Uhlman
Chelsea Watkins
Jacob Wheeler
Jordan Williams
Cody Wise
Alan Yarborough
Taylor Yates
**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

---

**Texas State Department of Marketing has a Facebook page.**  
**Like us today!**  
www.facebook.com/dept.marketing

Editor, Cheryl T Perez  
ctperez@txstate.edu

Texas State University is a tobacco-free campus.