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.

**Congratulations** to our Marketing students who were invited to join Beta Gamma Sigma!

Lindsay N Allmon  
Caycia L Banks  
Stephanie R Brogan  
Taylor M Brooks  
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.
“Seven Secrets to Effective Informational Interviews”  
**Monday, November 4**th—**6:00p.m.-7:00p.m. – McCoy 223**  
Join Ross Wood, McCoy College Career Services Advisor, for this Career Services event. He will be discussing informational interviews. For job seekers, informational interviews can secure meetings with managers, shape positive first impressions, and develop relationships that may pay off in the future. Learn the secrets to maximize the informational interview benefits.

**AMA Speaker Meeting**  
**Wednesday, November 13**th—**5:30 p.m.-6:30 p.m.—LBJ 3-9.1**  
Danny Witte, Field Marketing Manager for Texas for KIND Healthy Snacks will be joining us. Come learn about how a company uses grass root marketing efforts. Complimentary food will be available at 5:15! Business casual dress is suggested.

Buy a Pin, Support Prostate/Testicular Cancer Awareness!  
**November 19**th-21**st**  
Texas State AMA will be selling black felt mustache pins to raise money and awareness for testicular/prostate cancer. For a $1 donation, you will get a mustache. All donations will be given to help raise awareness and for treatment of those with prostate/testicular cancer.

**Things Happening within AMA**

**T-Shirt Sales**  
**The Quad**  
Need gifts for the holidays? Texas State t-shirts are the perfect gift! AMA sells several styles of Texas State t-shirts. They are sold every Wednesday of the school year except holidays from 9am-2pm in the LBJ Mall Area. Shirts are $12 - $15 (depending upon style) in sizes small to extra-large. Get yours now!

**“Turkeys Tackling Hunger”**  
**November 1**st-22**nd—San Marcos Area**  
Texas State AMA will be collecting food/cash donations for the Hays Country Food Bank who will be organizing the Turkey Box Program that gives struggling families a box of food needed for a holiday feast. Donations can be dropped off at the Marketing Department in McCoy 424 or at an AMA meeting. Any canned or boxed goods that might be appropriate for a Thanksgiving dinner will be appreciated. Cash donations also accepted.
“Interview Express” event held last week by SIFE and Center for Professional Sales was a great success!

| Texas State University McCoy College of Business  |
| Students in Free Enterprise & The Center for Professional Sales  |
| “Interview Express”  |

**PURPOSE:** To focus on corporate partners’ needs and provide a learning forum to improve students’ appearance, etiquette, and interviewing skills

**WHAT:** All day event that will include employers, SIFE/Enactus senior officers, and professional selling students

**DATE & TIME:** Tuesday, October 29th - 8:30 A.M. – 4:30 P.M.

**BOARD LUNCHEON:** Frost Conference - 12:00 – 1:30

**LOCATION:** McCoy College of Business – Fourth floor Academic Atrium

**PARTICIPANTS:** Professional Selling Corporate Partner executives, SIFE/Enactus officers, and new sales and free enterprise students

**AUDIENCE:** All professional selling students in seven classes, plus new free enterprise students

**DETAILS & CONTENT:** The information from the 8th edition of Selling: Building Relationships about appearance will be used. Content will include:

- Improving interviewing skills, resumes and introductions
- Learning five questions to ask yourself before dressing
- Presenting clothing checklist for men/women
- Providing wardrobe consultations - people may come in with their clothing or wear their interview clothing for instant feedback
- Discussing where to shop for professional attire – Top 10 suggestions, both location and price ideas
- Holding a drawing for three Brooks Brothers gift cards

A total of 19 companies attended the whole day event! This was the largest “Interview Express” event held to date!!

-It was a private event for corporate partners of the sales center and for sales concentration students.
-At the luncheon, sales alumni from around the U.S. were spotlighted. These are the Sales Alumni Steering Committee.
Texas State Department of Marketing now 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.