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 about the department’s activities, opportunities and organizations. For additional information about the Department of Marketing, please visit our website at www.marketing.mccoymccoy.txstate.edu.

This spring, Texas State Athletics was again proud to be partnering with Mr. Wayne Noll’s Professional Sales class from the McCoy College of Business. For the 6th straight year, students from Mr. Noll’s class worked on a variety of projects with the Athletic Ticket Office including football season ticket renewals and increasing awareness of discounts for recent alumni season tickets. This partnership allowed Texas State students to acquire real world sales experience under the guidance of the ticket office and Mr. Noll, while helping Bobcat Athletics increase the season ticket sales.
Faculty News

Congratulations to the faculty members below for their outstanding work in Emerald Press journals:

**Outstanding Paper - Journal of Product & Brand Management**


**Highly Commended Papers - Journal of Services Marketing**


Dr. Anna Turri has been busy with the Career Closet project. It’s off to a great start!

The Career Closet is a great new resource for our students. Since many students do not have the funds to purchase formal interview attire we have created a FREE resource that will allow students access to a professional wardrobe to use during their job and internship search process. As part of the Career Closet Advisory Committee, Dr. Turri has been working with Career Services to get this project up and running. The Career Closet will be located on the 5th floor of LBJ and we hope to have it fully operational by Fall 2015.
In April, 3M hosted an annual "Invent a New Future Challenge" case study competition where 15 talented MBA students from across the U.S. from top universities such as Duke, Notre Dame, UCLA, etc. competed. Marian Brewer, an Enactus officer and former sales student, entered for Texas State.

The competition was held at the 3M headquarters. The day started at 7:30AM, then continued with a presentation about where 3M currently stands in their strategic plan for acquiring new customers and retaining their customer base.

The charge to the students was to answer the following question. "What should 3M do in the next 10 years to increase growth in sales without investing any more in the acquisition of new customers on both a regional and global scale?" Only four hours of preparation was allowed to form the case, create a presentation and prepare for the judging round. There were no teams, and each student from each university worked independently.

Marian presented to a room of three judges, four talent recruiters, the Director of Human Resources for 3M, his assistant and the program director.

Marian Brewer won the competition!

3M is both an Enactus national sponsor and a Premium Partner with the Center for Professional Sales. We are very proud of her!
Work with Top Consumer Brands
Advertising Case Competition Class

**CONSUMER RESEARCH** • **ADVERTISING CAMPAIGN STRATEGY** • **MEDIA PLANNING**

**Participate in the Fall 2015 Advertising Case Competition class!**

You’ll have the opportunity to conduct focus groups, develop and administer online surveys to non-student populations, and perform a number of cutting-edge marketing research techniques such as user experience testing for websites and social media content analyses.

**It’s not your typical Texas State class**

You’ll work with a handful of the brightest Texas State students from the College of Business Administration and the School of Journalism & Mass Communication. We work around a conference table where ideas and strategy are easily exchanged. You’ll get to know the professor and your fellow classmates on a more personal and professional level. The class is structured like a real advertising agency, and we work as a team to develop our advertising campaign.

The Advertising Case Competition class is sponsored by the American Advertising Federation’s (AAF) National Student Advertising Competition (NSAC). Each year, a corporate sponsor provides a real-world marketing problem from which student teams develop a comprehensive advertising campaign.


**Participate in the Fall, decide later about continuing into the Spring.**

The course is divided into two 3-credit classes. Students who take the Fall class are not required to take the Spring class, and students who wish to take the Spring class are not required to take the Fall class. Interviews are required for entry into the Spring class only.

- **Fall Semester** – We conduct primary and secondary research to discover consumer insights about the brand. We identify relevant consumer target markets and create the brand’s positioning statement.

- **Spring Semester** – We turn our consumer insights and positioning strategy into an actionable campaign and present it to the client as part of the national student advertising competition.

**Tell me more about the Fall Advertising Case Competition class!**

It’s a 3-credit hour upper division marketing elective (MKT 4397). During Fall 2015, the class meets MW 3:30 to 4:50 p.m. MKT 4330 and MKT 3370 are recommended prerequisites, but not required. Seats are limited. Sign up for the class now. **Contact Dr. Rick T. Wilson, Assistant Professor of Marketing, at rick.t.wilson@txstate.edu.**
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. Karen Smith - ks07@txstate.edu
- Dr. Gail Zank - gz10@txstate.edu

**American Advertising Federation (AAF)**
- Dr. Rick Wilson - rtw34@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.**

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.