

IMPORTANT DATES

June 16th

Father's Day



June 21st

Summer Graduation
Application Deadline

Last Day to Drop a class-
end at 5pm

Automatic "W" Deadline-
end at 5pm

June 21st

1st Day of Summer



June 27th

Last Day to Withdraw-
5pm deadline

Marketing Memos

DEPARTMENT OF MARKETING

MCCOY COLLEGE OF BUSINESS ADMINISTRATION

JUNE 2013

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.

Students in Free Enterprise

Places in the Top 16 Teams in the United States!

After serving as the U.S.A. national champion in 2011, the Texas State University Students in Free Enterprise (SIFE) team again distinguished themselves by placing in the top 16 teams, out of a field of 588, in the United States at the national competition in May, 2013. Flagler College, St. Augustine, Florida, won the U.S.A. crown, followed by BYU Hawaii, Blue Ridge Community College, and Drury University.

Student leaders attending the competition were: Zachary Goss, President; Monica Inorio past President and student fellow; Amy Parker, President-elect; and executive committee members Greg Souquette, Mykayla Goodwin, Ali Ijaz, Aaron Perkins, Matthew Wyatt and Antonio Duran. The presentation team members were: Monica Inorio, Co-Captain; Amy Parker, Co-Captain; Greg Souquette; Jordan Williams; Chelsea Watkins; and Mykayla Goodwin.

The free enterprise projects must meet the SIFE international criteria, which focuses on the triple bottom line concept, (i.e. profits, people, planet). For a project or initiative to truly be effective and sustainable, it must make sense economically as well as socially and environmentally.

The Texas State SIFE team has over 50 projects and, in 2013, showcased three projects, including: Eco Profits, which helped individuals become healthy entrepreneurs; Success for Breakfast, which helped an entrepreneur increase her business revenues; and Wool to Wages, which helped both a local entrepreneur and women in Africa develop a sustainable business model.

(SIFE, cont. from page 1)

The Texas State University SIFE team is one of the largest teams in the United States with approximately 120 new students each year and over 50 volunteer officers. Since 1996, the Texas State SIFE team has placed in the top twenty teams thirteen of fifteen years in the United States, out of a field of over 588 teams. They have twice won the USA national championship and once won the world championship. Their entrepreneurial projects range from helping local and global entrepreneurs to participating in educational legacy projects.

Thirty-nine countries from around the globe participate in Students in Free Enterprise (SIFE), alternating hosting responsibilities between the countries. The World Cup will be held in Cancun, Mexico in October, 2013.



Congratulations to the SIFE team for all their hard work and dedication they have put into competition every year!

STUDENT ORGANIZATIONS

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. 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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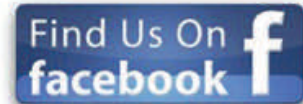
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Texas State University is a tobacco-free campus.