

# Marketing Memos

DEPARTMENT OF MARKETING

MCCOY COLLEGE OF BUSINESS ADMINISTRATION

FEBRUARY 2013

## FEBRUARY DATES

### February 2nd

Groundhog Day

### February 4th-7th

Business Leadership  
Week

### February 14th

Valentine's Day

### February 15th

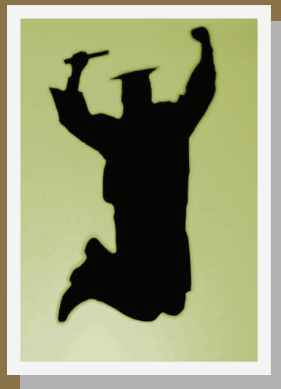
McCoy College  
Scholarship Deadline

### February 18th

Presidents Day

### Now through March 1st

Apply for May graduation, contact the Advising Center for more info.



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](http://www.marketing.mccoy.txstate.edu).



### **New Administrative Assistant Cheryl T. Perez**

Hello everyone, I'm Cheryl.

I joined the Department of Marketing in mid January. As many of you know Christine has retired, and I was fortunate enough to be able to pick up where she left off! I am a native of San Marcos and I am also a Texas State University graduate! I've been with the University for 12 years and have worked under the Student Affairs Division, and with Academic Affairs mostly. I was also a previous Academic Advisor in the College of Health Professions and College of Fine Arts. I'm getting to know my way around the department and believe I've been transitioning well. If I haven't had the opportunity to meet you, please come by and introduce yourself. I look forward to working with everyone in the McCoy College of Business Administration. I am truly grateful to be working in the Department of Marketing, they are a great bunch and the student workers are such a big help as I learn my way around.

### **American Marketing Association**

#### **AMA Saves Lives Week Feb. 4th—7th**

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 in LBJ second floor from 9:00am—2:00pm during AMA Saves Lives Week. To find out more information on how to save lives, you can register at [AMASavesLives.com](http://AMASavesLives.com)



**AMERICAN MARKETING ASSOCIATION**  
**Workshops and Speakers**  
**February 11-27, 2013**

***“Be Ready For Sales” AMA Workshop***

**Monday, February 11th—5:00 p.m. to 6:00p.m.—McCoy 223**

Kerry Martin-Moore, Sales Energizer with 317 Consulting

***“Mastering the Steps in the Sales Process” AMA Workshop***

**Tuesday, February 12th—5:00 p.m. to 6:00p.m.—McCoy 223**

Katie Fore, Professional Clothier with Tom James

***AMA Speaker Meeting***

**Wednesday, February 13th—5:30 p.m. to 6:30 p.m.—LBJ 3-14.1**

AMA will have Lori Koehler, Public Health Manager with Medimmune, Inc. here to speak to us about medical and pharmaceutical sales. Business Casual attire is suggested, and food will be available at 5:15 p.m.

***AMA Workshop***

**Tuesday, February 19th—5:00 p.m. to 6:00 p.m.—McCoy 223**

Speaker: TBA

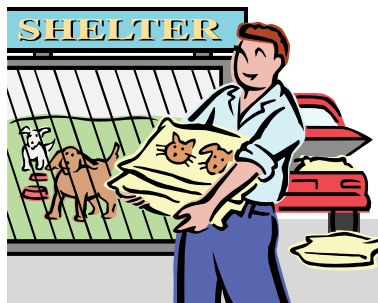
***AMA Speaker Meeting***

**Wednesday, February 27th—5:30 p.m. to 6:30 p.m.—LBJ 3-14.1**

AMA will have Gregg Miller, Vice President of Business Development with Round Rock Express, here to speak to us. Business Casual attire is suggested, and food will be available at 5:15 p.m.

**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, toys, etc.) and old towels and blankets are needed. You may bring your donations to any AMA speaker meeting or to the Marketing Department. Cash donations are also accepted. The drive goes from January 30th through February 13th.



# Competition Season is Here!



**SALES** ~ It's competition season! Both the professional selling national sales team and SIFE/Enactus teams are preparing for competitions. Seven students will represent Texas State at the National Collegiate Sales Competition, the largest and oldest collegiate sales competition in the United States. Representing the graduate division are **Monica Inorio Zerwas**, **Amy Parker** and **Greg Souquette**. The undergraduate division will be represented by **Mykayla Goodwin**, **Logan Mateson** and **Carolina Espinoza**. Graduate student, **Rachel Jorgenson**, is helping to coach the team, along with Vicki West, the faculty coach. March 1st—March 4th is the competition in Atlanta, Georgia.

**SIFE/Enactus** ~ The SIFE/Enactus team is preparing for an April regional competition in Dallas, an event they have won every year since the 1996-97 academic year. If the team wins that even, they will represent Texas State in Kansas City, Missouri at the national competition

***We wish both teams success!!***

Several professional selling corporate partners, including UPS, State Farm, Liberty Mutual, Teksystems, Ferguson Industries and the Tom James Company have been on campus recently to make presentation to the professional selling and sales management classes.

## McCoy Presentation Series

### *Kick-Start Your Career Search for the New Year*

Job search in a slump? Feel lost and unsure of how to go about finding your first professional job? Now is the time to kick-start your career search and to maximize your job search efforts! Make a few career-related New Year's resolutions and commit yourself to achieving them this semester. Start by joining Ross Wood, Career Advisor and McCoy Liaison for these valuable programs designed for you, the McCoy business student.

#### **Link Up with LinkedIn**

February 25th / LBJSC 3-3.1 / 6:00 p.m.—7:30 p.m.

Career Services, the McCoy Undergraduate Advising Center, and Alpha Kappa Psi is co-hosting this workshop to introduce the power of professional networking, guide you through the creation of a professional profile, as well as provide strategies to use LinkedIn for job research, networking, job and internship searching, and how to follow companies. As an added bonus, you will have the opportunity to get a headshot picture taken to use in your LinkedIn profile—**free!**

## 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



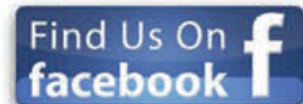
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Editor, Cheryl Perez  
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**Texas State University is a tobacco-free campus.**