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.mccoy.txstate.edu.

Dr. Gail Zank was honored with the Faculty Advisor Lifetime Achievement Award by the American Marketing Association at its 2015 International AMA Collegiate Conference. This award is to recognize advisors who have significantly contributed to AMA over a period of years. The criteria are longevity, chapter success, and service to the American Marketing Association’s Collegiate Chapters Division. Dr. Jimmy Peltier, a former recipient of this award, said “Nowhere in AMA is there an individual more deserving than Gail. Her combination of leadership, support and excellence is unsurpassed.”
Zank has been an advisor to the Texas State AMA chapter since arriving at Texas State in 2001. The Texas State Chapter has excelled under her guidance. It was the International Chapter of the Year for 2013-14. In addition, it has received 2nd place five times, 5th place three times, and 8th place one time. This longevity of success is difficult to sustain and more remarkable given that there are over 350 collegiate AMA chapters internationally. Zank also advises the Texas State AMA case team. That group has won once, placed 2nd five times, placed 3rd two times, and received one honorable mention. The success record of Texas State AMA is amazing. During the 2013-14 year, Texas State became only the second school to ever win first place in the case competition as well as be named International Chapter of the Year.

Dr. Gail Zank’s service to the AMA Collegiate Chapters Division is exceptional. She served on its Collegiate Chapters Council for eight years with a normal term of service being three years. During 2011-12 she served as President of the Council. Under her leadership, AMA developed Certificate Programs to offer to its collegiate members. In addition, she has overseen many of the AMA competitions. As well, she originated the AMA Advisors’ Council to help mentor AMA collegiate advisors. Professor Tim Birrittella, the current President of the AMA Collegiate Chapters Council, said “Gail really helped shape the programs for the Collegiate Division while she was President. Without her efforts, I don’t believe the Collegiate Division would be as strong as it is today. She was, by far, the most deserving candidate of the AMA’s Lifetime Achievement Award.”

Texas State Awarded 2nd Place in AMA Case Competition

Texas State AMA was awarded 2nd place for the American Marketing Association (AMA) Collegiate Case Competition at the International AMA Collegiate Conference in New Orleans, LA on March 19, 2015. Texas State was one of eight finalists chosen based on a written submission out of over 130 schools that started the competition. The University of Pennsylvania was awarded first place. The finalists presented to judges from the case client Glacéau. The case challenge was to develop an integrated marketing communications plan for vitamin water and vitamin water zero with the objective to create brand and product love with the 18 – 24 year olds without alienating the 30 – 39 year old loyalists. The Vitamin Water representative stated that the team’s tagline “Everyday Legends” really resonated with him. Students who participated in this case submission include: Brittany Miller, Yvonne Davila, Efren Esparza, Nidal Najjar, Julien Olivier, Kyle Peck, Kaitlyn Powell, Roque Ramos, Madison Stephens, Nicole Villafana, and Johana Wibisono. Brittany, Yvonne, Nicole, Kyle, and Madison were the presentation team in New Orleans. Dr. Gail Zank was the advisor to the group. Congratulations to the group on their excellent performance!
Texas State students, as the reigning American Marketing Association (AMA) Collegiate Chapter of the Year (Platinum), were host chapter at the recent International AMA Collegiate Conference in New Orleans from March 19 – 21, 2015. Bringing together a record 1600 students and their faculty advisors, this conference provided three days of learning and networking. Students were provided the opportunity to learn more about career paths within the marketing field from representatives of top companies globally. The American Marketing Association is one of the largest professional associations for marketers and has over 40,000 members and over 350 collegiate chapters.

At the conference, Texas State extended its reign as Chapter of the Year for one more year. Unlike previous years, Texas State, technically could not compete against other schools given a recent AMA rule that if a school is awarded Chapter of the Year, the following year it isn’t eligible to compete. But if the school’s chapter plan and annual report are of the highest quality, the school is awarded a two-year reign and stays part of the Platinum Circle. Texas State met this requirement and stayed part of the Platinum Circle. The University of Pennsylvania and the University of Wisconsin-Whitewater are also members of the Platinum Circle.

Texas State also earned 2nd place in the case competition. Because of Texas State’s position in the Platinum Circle, the current and future Presidents of Texas State AMA presented tips for other chapters who aspire to excellence in a session called “How to be a Top Chapter.”

The Community and Social Impact team were also winners. They competed against other schools in creating a campaign for AMA’s philanthropic partner, Be The Match. The competition was categorized by social media, fundraising, a promotional video, events, and overall. Texas State was awarded honorable mention in Best Video, 3rd place in Best Fundraising, and honorable mention in Best Overall.
**AMA Event News**

**Tuesday, April 21st**

At 5 p.m., Lewis Alexander, co-director for the Center of Relational Leadership, will speak about relational needs in the workplace in LBJ 3-7.1. The Center for Relational Leadership (CRL) has been partnering for over twenty-five years with national and international business leaders to provide customized resources and training in relational skills with a focus on Growing Self, Growing Others, Growing Business, and Growing Legacy.

**Wednesday, April 22nd**

Ben Gaddis, Chief Innovation Officer of T3, the Austin-based advertising agency, will speak about “Agency Life: 5 Things I Learned the Hard Way” in LBJ 3-14.1. Come learn about the advertising agency that promoted South by Southwest!

**Wednesday, April 29th**

Join AMA for an end of the year social! Location is to be decided.

For more information about joining AMA:

Contact: Danielle Word, VP of Membership, at ndw1@txstate.edu.

Applications are available in the Marketing Dept. Office (McCoy Hall 424) and at AMA meetings.  
[www.txstateama.com](http://www.txstateama.com)
Students in the American Advertising Federation’s (AAF) National Student Advertising Competition (NSAC) came in third place in the April 9-10 district competition held in Dallas. Students were charged to prepare an integrated marketing campaign for Pizza Hut to encourage customers to order pizza digitally rather than through the phone or in-store. The 18-member student team created a campaign titled “Challenge Your Taste”, which utilized a new spokes character who not only humanized the brand but also humorously demonstrated how simple it is to order online or through an app. The team was led by Dr. Rick T. Wilson from the Department of Marketing and Dr. Alex Muk from the School of Journalism.

(From left to right) Alfredo Medina, Mayra Calderon, Daniel Domenech, Jonathan Garcia, Kaitlyn Parker
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.
Enactus National Competition:

- The National Competition was held in St. Louis, Missouri April 13-16. After serving as the 2014 national champion, Texas State Enactus placed in the Elite Eight at the national competition. There were 25 leagues with six to eight teams in each league.

- New to the competition is the “consultation” round. Corporate judges help and advise the newer teams to improve their performance.

- Sophie Sledge, a current officer, was one of five national awards recipient for student leadership.

- Monica Morris Telese, an alumnae of the 2000 Sife USA and World Championship team, flew in from New York to attend an alumni reception.
Former 2014 national champions Texas State University passes the trophy to new 2015 champions Brigham Young University-Hawaii

---

**National Collegiate Sales Competition**

**Round 1, Graduate Division:**
2nd Place—Chelsea Watkins, presentation team captain

**Round 3, Graduate Division:**
3rd Place—Seth Bleiler

**Overall:**
2nd Place Graduate Division

Undergraduate contestant, William Beechinor, advanced to the quarterfinals

---

**3M Frontline Conference:**

Macy Dalton, Seth Bleiler and Chelsea Watkins attended the 3M Frontline Conference in New Orleans to prepare for their summer internships with 3M in Dallas and Houston.
Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International (Association to Advance Collegiate Schools of Business). Congratulations to the following Marketing students who have joined Beta Gamma Sigma!

Zoe Chadwick
Kirsten Denton
Allison Hoppe
Madison Ivers
Jessica Jordan
Zachary McDowell
Ashton Quincey
Spencer Smith
Katelyn Williams
Kristilyn Garza
Madeline Nichols
Emily Parker
Ryan Stivers

Congratulations to the students who are this years Marketing scholarship recipients!

Katelyn Angelino
Paige Brandt
Devyn Crawford
Cobly Gober
Linda Guevara
Kendall Holderread
DeLisha Jernigan
Alexandra Jones
Jacqueline Kellam
Rachel Nolen
Spencer Smith
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. 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