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, opportunities and organizations.

For additional information about the Department of Marketing, please visit our website at www.marketing.mccoy.txstate.edu.
CAREER CLOSET IS NOW OPEN

Free suit rental for Texas State Students
Monday-Friday
9:00am-4:00pm
LBJ 5-6.2

SPRING 2017 REGISTRATION BEGINS
THURSDAY, OCTOBER 6TH

• Check CatsWeb for your Registration Access Period & Time Tickets
http://www.catsweb.txstate.edu/students.html
• Meet with your advisor
http://marketing.mccoy.txstate.edu/resources/advising.html
• Mark your calendar & set your alarm
• REGISTER FOR YOUR SPRING CLASSES!

**You can already view Spring 2017 class options on CatsWeb under Look Up Classes**

Important Dates

6        Registration for Spring 2017 Begins (6:00 a.m.)
7        Graduation Application Deadline
12       First 8 Week Class: Withdrawal Deadline (Ends 5:00 p.m.) †
17       Second 8 Week Class: Registration Ends (4:45 p.m.)
18       Second 8 Week Class: First Day of Classes
21       Second 8 Week Class: Last Day to Drop with 100% Refund †
          (Ends at 11:59 p.m.) See Dropping/Withdrawing
31       Full Term Class: Last Day to Drop/Automatic "W" Deadline ‡
          (Both End at 11:59 p.m.) See Dropping/Withdrawing

Service- Learning Fellow: Dr. Karen Smith
Presents: Marketing for Social Change
Friday, October 14th 11:00-12:00pm | ALKEK 104-105
Happy Birthday…

Dr. Enrique Becerra [1st]

Dr. Ravi Jillapalli [2nd]

Dr. Vishag Badrinarayanan [8th]

Acknowledgements

Congratulations to Dr. Gail Zank on the significant professional achievement of being promoted to the academic rank of Professor. Dr. Zank has been with the Department of Marketing since 2001 and is involved with classes and organizations such as Marketing Research, Principles of Marketing, Global Marketing and the Value Chain, and the American Marketing Association (AMA) Student Case Competition at the undergraduate level. This great accomplishment is recognized due to her continued dedication and service to Texas State.

A dedication ceremony was held on Thursday, September 29th, to honor the Simmons Family for their gift to the Enactus team. The free enterprise room on the second floor of McCoy College has a plaque to recognize their support.

Sean Simmons, an Enactus executive committee member and presentation team member, has been very active with the team, serving in a number of capacities both as a new student and an officer.
First Speaker Meeting of the Semester

The American Marketing Association at Texas State University held their first speaker meeting of the fall 2016 semester on Wednesday, September 7th. The AMA officers and ongoing members worked hard to put on a great first meeting and had a speaker from Austin AMA- Professional Chapter who was a former Texas State AMA President. It was inspiring to see where AMA has lead them and discover the many ways this organization has helped further their career. Thank you for all who were in attendance and sorry to all who couldn’t make it. Hope to see you next time!

We had a full house of over 100 students who had the opportunity to hear our speakers’

Organization Fair

The Organization Fair took place September 14th and many great organizations were in attendance, including Texas State’s AMA. We had a great time at the fair, meeting new people, and recommending young students to our organizations and many other. We love having the opportunity to reach out to our students.

Our American Marketing Association members were all smiles, sporting their AMA shirts and Texas State pride while enjoying the opportunity to reach out to our fellow classmates.
Upcoming Speaker Meeting - October 5th 2016

LBJ Student Center 3-14.1 - 5:30pm

If you missed the opportunity to take place in our first speaker meeting, you will have the opportunity to attend our next one, coming up on October 5th in LBJ 3-14.1. We will have Account Executive Chelsea Ketcher from Time Warner Cable speaking to us. Don’t miss out on this great opportunity to market with her and our AMA members!

Reminder: Our meetings are every other Wednesday starting at 5:30, but get there early in order to take part in our refreshments and get to know our members! Business casual recommended. Hope to see you there!

Upcoming Workshop - October 10th 2016

LBJ Student Center 3-6.1 - 5pm

If you enjoy more of a hands on learning experience, check out our workshops! Our next one is Monday October 10th in LBJ 3-6.1 starting at 5pm. We will have Caitlin Craver discussing communication and management in the workplace. We hope to see you there!
The Department of Marketing recognizes the following Marketing majors on their invitation to the notable honorary societies below.

### Alpha Mu Alpha

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<th>Allinger, Charles Jacob</th>
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<td>Berry, Mikayla Paige</td>
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<td>Fulvio, Maclane</td>
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<td>Terregino, Nina Rose</td>
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<td>Williams, Samuel J</td>
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### Beta Gamma Sigma

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<td>Kuhlman-Gatchalian, Bayley</td>
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Peer-Reviewed Publications:


Peer-Reviewed Conference Proceedings/Presentations:

Marketing Management Association Fall Educator’s Conference, September 2016, Providence, Rhode Island:

Dr. Gail Zank presented two papers at the recently concluded Marketing Management Association Fall Educator’s Conference: (1) “Why Marketing Faculty Attend Educator Conferences” (with M. Elbeck, J. Warwick, and D. DeLong) and (2) “The Marketing Doc Student Playbook: From Pre-Interview to First-Year Faculty Member” (with M. Elbeck and A. Baruca). Also, as the editor of the Marketing Management Journal, she participated in a special session with other marketing journal editors entitled “How to Excel at Publishing in Marketing Journals” (with K. Flaherty, P. Norberg, A. Roggeveen, and D. Zahay-Blatz).

Awards, Honors, and Leadership:

Dr. Linda Nasr has been invited to serve on the Editorial Advisory Board of the Journal of Service Management (JOSM). JOSM is one of the leading journals in the Service field. JOSM’s 2015 Impact Factor is 2.233; with a 5-year Impact Factor of 3.927. More information on the journal is available here: http://www.emeraldgrouppublishing.com/josm.htm
The Department of Marketing actively supports 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 (Case Advisor) - gz10@txstate.edu

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

**Enactus (Formerly SIFE)**
Mrs. Vicki West - vw03@txstate.edu

Editor, Nikki Herrera [nkh2@txstate.edu]