



McCoy College of
Business Administration

DEPARTMENT OF MARKETING

MAY 2016 NEWSLETTER

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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.



Important Dates

May 2nd

- Last Day of Classes

May 3rd

- Reading Day

May 4- 11th

- Final Exams

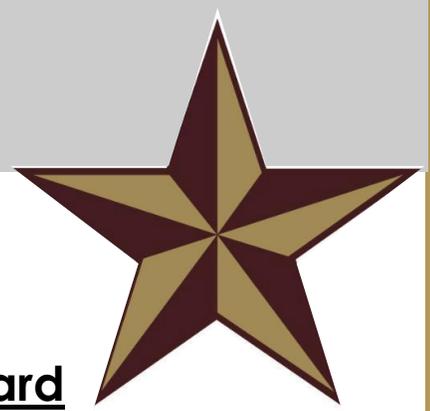
May 12- 14th

- Commencement

May 17th

- Grades Available

ACKNOWLEDGMENTS



Dr. Ruth Taylor Earns Dual Awards

2016 NASBITE Program Excellence Award

Dr. Taylor was presented the NASBITE Program Excellence Award at the 2016 conference held in April 2016 in Newport, Rhode Island. This award was granted for the program design of 12 learning module that Dr.

Taylor created and integrated into the MKT 4310 (International Marketing) course she taught at Texas State University. During this program, Dr. Taylor, within the context of the regular International Marketing course content, taught marketing and other business students to conduct country analysis projects where countries of entry emphases was on both emerging and frontier markets.



Honorary Professor of International Studies

The Provost has approved Dr. Taylor for the title of Honorary Professor of International Studies. The Center for International Studies will call upon Honorary Professors of International Studies to help internationalize the campus and the curriculum. There are now 65 Honorary Professors of International Studies, representing every College at the University. Dr. Taylor now permanently holds this title.

RECOGNIZING MARKETING BOBCATS



MARKEL MOORE

Student Assistant, Markel, was nominated, selected, and inducted into the McCoy College Ambassadors. This selective group of students represent Texas State University and McCoy College of Business to members of the San Marcos business community at McCoy sponsored programs and events.

MONICA MORRIS TELESE

From our 2000 World Championship team, Monica was selected as a member for the National Enactus Alumni Advisory Board of Directors. She will be attending the national competition in St. Louis in May.



ENACTUS

The Enactus team will travel to St. Louis, Missouri for the USA National Competition on May 15-17, 2016. This is the nineteenth year that the Texas State Enactus team has qualified for the national competition. Led by president Lakota Campbell, the team is one of the largest free enterprise teams in the United States.

AMERICAN ADVERTISING FEDERATION (AAF)

TEXAS STATE'S TEAM CAME IN FIRST PLACE IN THE NATIONAL STUDENT ADVERTISING CONFERENCE FOR DISTRICT 10 IN LUBBOCK, TX!



Additionally, one student on the team, Hector Sifuentes, won the best presenter award.

The competitive field was strong, and they competed against 8 other teams within their track. They now proceed to the semifinal round where the 18+ district teams are reduced to 8. If they pass the next round, they proceed to the final national competition in Anaheim, California.

Because of the large number of schools participating in District 10, they had two tracks with two winners that proceed to the next round.

As a reminder, this year's NSAC case challenge was for Snapple, and students were charged with developing an integrated marketing campaign designed to increase top-of-mind awareness and purchase frequency.



BOBCAT BUILD 2016

On Saturday April 2nd, AMA participated in Texas State's Bobcat Build which is the second largest community service project in Texas. There were over 4,000 volunteers at 250 jobsites who were strengthening their Bobcat pride and giving back to the San Marcos community. Bobcat Build bridges the connection between Texas State's students and the citizens of San Marcos, and AMA is proud to have participated in this annual event. Texas State's AMA jobsite was at the First Presbyterian Church, and members worked together to successfully improve the interior of the building, as well as the area surrounding it. Their hard work paid off and have pleased the people of the church with their teamwork and kindness. AMA is looking forward for next year's Bobcat Build, to serve the community of San Marcos even further!



BOBCAT DAY

Bobcat Day is an event where high school students come to Texas State to learn more about the university and the McCoy College of Business, including our academic programs and extra-curricular activities. Texas State's American Marketing Association (AMA) took part in this event, along with other McCoy students and staff by informing these potential bobcats and their parents about the resources and majors that the McCoy business school has to offer. The members of AMA were able to talk one-on-one with the students and parents attending the event, answering their questions and informing them about the benefits of majoring in marketing and participating in AMA. The encouraging AMA members discussed their passion for the McCoy business school. AMA is grateful to have had the opportunity to help out our future bobcats!





BE THE MATCH REGISTRY 2016

Every year there is an amazing organization that visits our Texas State campus: Be the Match. For over 25 years, Be the Match has managed the largest marrow registry in the world, to save the lives of many who have been diagnosed with leukemia, lymphoma and other life-threatening diseases. AMA was able to assist Be the Match by volunteering at one of their on campus booths. Texas State's AMA was able to raise awareness, spread the word about the wonderful deeds that Be the Match does, and sign up students to see if they are a match for bone marrow donation. We were even able to do a swab test on sight! Finding a match for such a donation can be difficult which is why AMA is glad that we were able to help add to Be the Match's registry and get one step closer to saving a life!

END OF YEAR SOCIAL

On April 27th, AMA organized its yearly end of year social to commemorate the organizations success along with its current and future members. AMA's achievements would not have been possible without the dedication of its members and AMA strives to remain so. We also congratulate all seniors who are graduating! They have proved their benefits of being part of this organization by shaping it into the success that it is today. AMA thanks its faculty advisors, Dr. Karen Smith and Dr. Gail Zank, who have supported the members of AMA and guided them towards achieving their goals. We are also very excited for our future AMA President, Lucy Gomez, and Executive Vice President, Marcee Osborne, who will apply their leadership skills and maintain AMA's success.



Graduating seniors from left to right: Lucy Cubeli, Donald J. Porter, Kevin Henry, Fabiola Sanchez, Sydney Arguijo, Albert Figueroa, Aimee Dorsey, Julianah Iwelu, Leslie Avitia, Jenny Estrada, Amanda Zanella, Karen Rico. First row from left to right: Lucy Gomez, Dr. Karen Smith, Marcee Osborne.

RESEARCH SPOTLIGHT

DR. GAIL ZANK

(with Matt Elbeck and Debbie DeLong) presented a peer-reviewed research paper in the Marketing Management Association's Spring Conference (April 13-15, 2016). Also, as Editor of the *Marketing Management Journal*, she participated in a panel discussion titled "Getting Published."

To learn more about Dr. Zank's research, please access her Google Scholar page [HERE](#).

DR. JEREMY SIERRA

An article (co-authored with Shaun McQuitty), entitled "Attitudes and Emotions as Determinants of Nostalgia Purchases: An Application of Social Identity Theory" and published in the Spring 2007 issue of the *Journal of Marketing Theory and Practice*, was featured in a recent Special Issue (April, 2016) as one of the journal's Top 20 cited articles in the last decade.

To learn more about Dr. Sierra's research, please access his Google Scholar page [HERE](#).

DR. JEREMY SIERRA & DR. TAEWON SUH

An article by **Dr. Jeremy Sierra** and **Dr. Taewon Suh** (co-authored with Michael Hyman and Byun-Kwan Lee), entitled "Antecedents and Consequences of Extrinsic Superstitious Beliefs: A Cross-Cultural Investigation" and published in 2015 in the *Asia Pacific Journal of Marketing and Logistics*, was selected by the journal's editorial team as a Highly Commended Paper in the 2016 Emerald Literati Network Awards for Excellence.

To learn more about Dr. Suh's research, please access his Google Scholar page here [HERE](#).

CONTACT INFORMATION

STUDENT ORGANIZATIONS GET INVOLVED!

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



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MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

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