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 in April

10  Last Day for Graduation Candidates to Change Legal Names for Graduation Program

11  Second 8 Week Class: Last Day to Drop/Automatic “W” Deadline ‡
    (Both End at 11:59 p.m.) See Dropping/Withdrawing

20  Full Term/Second 8 Week Class: Withdrawal Deadline, Go to Zero Hours Enrolled †
    (Ends at 11:59 p.m.) See Dropping/Withdrawing

Registration Reminders for Summer 2017 & Fall 2017

- The Department of Marketing does not process any classification or prerequisite overrides.
- Check our Registration Policy regarding overrides at http://marketing.mccoy.txstate.edu/registration.html
- Have a question? Check our Registration FAQs at http://marketing.mccoy.txstate.edu/registration/Registration-FAQs.html
- During the registration period, the faculty members do not make decisions regarding classes. Please refer to the Registration tab on our website for more assistance such as the Course Override Form http://marketing.mccoy.txstate.edu/registration/courseoverride.html

Registration Tools

CLICK EACH LINE FOR MORE INFORMATION

FIND YOUR MARKETING ADVISOR

ACCESS PERIODS/TIME TICKETS

LOOK AT LOCATIONS OF COURSES
MCOY= Main Campus | AVRY= Round Rock Campus

PAYMENT INFORMATION AND DEADLINES
Bobcat Recognition

Texas State Takes First in the American Marketing Association Case Competition

The Texas State AMA case team was selected first over eight other finalists in the American Marketing Association (AMA) case finals at the Annual AMA International Collegiate Conference in New Orleans, LA. The American Marketing Association is the largest marketing association in North America and there are over 370 student chapters. Over 120 universities participated in the case competition this year. Nine finalists were chosen based on a written entry. These nine finalists presented their case recommendations on March 16, 2017 to three judges from eBay, this year’s case client. The case challenge was to develop a comprehensive marketing campaign to increase consideration and trial of eBay among Millennial and Generation Z non-users. Texas State students who presented in New Orleans include: Nathan Loftus, Carter Kalmbach and Shelby Payne. Texas State bested universities such as University of Pennsylvania, Temple University and UNLV. This is the second time that Texas State has been selected first in the AMA Case Competition.

Marketing JUNIORS & SENIORS: INTERNSHIPS
Gain valuable hands-on experience and course credit!

FOR MARKETING (MKT 4399) & SERVICE MARKETING (MKT 4393)
EMAIL MRS. DIETERT OR VISIT THE WEBSITE:
http://marketing.mccoy.txstate.edu/internships/internships.html

FOR SALES (MKT 4392)
EMAIL MR. NOLL OR VISIT THE WEBSITE:
http://marketing.mccoy.txstate.edu/internships/salesinternships.html
TEXAS STATE AMA GOES TO NATIONALS

Texas State AMA attended the 39th Annual International Collegiate Conference in New Orleans, LA during the break to compete in nationals. The conference had approximately 1,500 student members from all over the United States in attendance and over 1,700 marketers available for professional development. Texas State AMA was announced as one of the Top Ten Collegiate Chapters lead by President Lucy Gomez. Congratulations to a successful conference bobcats!

SPECIAL ANNOUNCEMENTS:

Congratulations to Nathan Loftus (Special Projects/Corporate Sponsorship Officer), Shelby Payne (Advertising and Internet Officer), and Carter Kalmbach (Special Projects/Corporate Sponsorship Officer). These members won 1st place in the 2017 Case Competition for the Annual International Collegiate Conference. The competition consisted of developing a comprehensive marketing campaign to increase consideration and trial of eBay among Millennial and Generation Z non-users.

Congratulations as well to all Texas State AMA members who participated in the national competitions!
UPCOMING EVENTS

SPEAKER MEETINGS:

April 19th, 2017:
Our final workshop will be held Wednesday, April 19th in LBJ 3-14.1 at 5:30 PM. We are excited to announce we will be having guest Dan Drullinger, Senior Strategist from GSD&M at Texas State to share tips and speak on his work with brand experience. GSD&M is a national ad agency based in Austin, TX with a wide clientele including partners like PGA Tour and Southwest Airlines. Come early to socialize and reserve your seat, food will be provided. We hope to see you there!

WORKSHOPS:

April 3rd, 2017:
Join us in LBJ 4-1.6 for a content writing workshop with Jennifer Klinger, Blog Manager & Content Writer for IBM on Monday, April 3rd at 5 PM.

April 18th, 2017:
Join us for our final workshop, Interview Express in LBJ 3-6.1 on Tuesday, April 18th at 5 PM. The workshop will provide helpful tips and ensure students on a track to successful interviews.

T-Shirt Sales:
Stop by our t-shirt booth for your bobcat merchandise! Find AMA at their tent for t-shirt and sticker sales every Wednesday from 9am-1pm in the LBJ Mall area. Cash and card are accepted. We have a variety of great styles and prices!
Peer-Reviewed Conference Proceedings/Presentations:

American Academy of Advertising Annual Conference, 2017, Boston, MA

**Wilson, R.T., T. Suh** (2017), "Advertising to the Masses: The Effects of Crowding on the Attention to Place-based Advertising."


Texas Marketing Research Colloquium, 2017, Waco, Texas


Awards/Honors:

**Rick T. Wilson** and **Taewon Suh** (with W. Shim and H. Gim) won the Best Conference Paper Award at the 2017 American Academy of Advertising Annual Conference.

**Jeremy Sierra** has been invited to serve on the Editorial Review Board of the Journal of Product & Brand Management. More information on the journal is available here: [http://www.emeraldinsight.com/loi/jpbm](http://www.emeraldinsight.com/loi/jpbm)

Marketing Department Research Seminars:

The marketing department’s research seminars involve presentations of ongoing research projects by marketing faculty members. Multiple presentations will be scheduled each semester. For additional information, contact Jeremy Sierra ([js204@txstate.edu](mailto:js204@txstate.edu)).

The following presentations are scheduled for April (04/07/2017):

**Sidney Anderson** – “More Than Pretty Pictures: The Impact of Data Visualization on Consumer Knowledge"

**Linda Nasr** – “The Heterogeneity of Service Research”
American Marketing Association Case Competition Class

“Out of all the coursework I have taken, case has helped cultivate my marketing knowledge the most. Strong communication, organization, time management, accountability, and teamwork are just a few of the skills strengthened from taking this class. This elective gives you the opportunity to solve a real world challenge.”
– Fabiola

Enhance your Marketing Knowledge and Professional Skills by Working on a Case for a Real Company

- Add Advanced Skills to Your Resume
- Earn Upper Division Elective Credit

While participating in this AMA Case Class, you will:

- Conduct primary research utilizing depth interviews, focus groups, surveys, and other innovative research techniques.
- Utilize databases such as MRI+, University Reporter, Ad$sponder, Marketresearch.com Academic and other secondary data sources.
- Develop positioning and segmentation strategies.
- Create Integrated Marketing Communication (IMC) plan.
- Develop plan metrics and budgets.
- Enhance your project and time management skills.

How the Class Works
You will work with a small select group of highly motivated and talented students. It is a student-led discussion based class.

The Client
The client for the 2017-18 case is Mary Kay Cosmetics.

Tradition of Success
2 First Place Finishes
6 Second Place Finishes
2 Third Place Finishes
1 Honorable Mention

Become part of this winning tradition!

“For the first time in my career, I was challenged by a problem outside of our comfort zone. The skills I learned while working on the case helped me to become a better team player and leader. I am grateful for the experience.”
– Daniel

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FOR MORE INFORMATION, PLEASE CONTACT:
Dr. GAIL ZANK
Professor of Marketing
gz10@txstate.edu
McCoy College of Business Administration
McCoy 412
512-245-3196

“Throughout my time at Texas State University I have not had a class or experience that has taught me more or challenged me to break out of my comfort zone more often than case. It has taught me what it will take in the future to be successful in any job I do and what kind of work ethic will be needed to accomplish any goals I have for myself and my career.”
– Carter

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– Carter
New Course Offered for Fall 2017

Service Design

Learn How to Enhance Service Delivery,
Add Advanced Skills to Your Resume
EARN UPPER DIVISION ELECTIVE CREDIT

MKT 4315
Service Design

When: Fall 2017 Semester
Tuesdays/Thursdays
2:00pm to 3:20pm

Credits Hours: 3

Prerequisite: MKT 3365

Course Description: Service Design involves the planning and organizing of people, infrastructure, communication, and material components of a service in order to improve its quality and the interaction between service providers and customers. This course aims to provide hands-on experience that will enable students to develop competences in service design.

FOR MORE INFORMATION, PLEASE CONTACT
DR. SIDNEY ANDERSON
Assistant Professor of Marketing
McCoy College of Business Administration
EMAIL: sidney.anderson@txstate.edu

This class provides an opportunity to enhance your skills and build your resume to make you more competitive in the marketplace.

Service design provides a creative, yet systematic approach to:
• meeting the rising expectations of customers regarding choice and quality
• meeting the needs of service organizations so that they may be competitive
• making use of technological advances, which have expanded the opportunities for creating, delivering, and consuming services
• addressing social, economic, and environmental challenges of sustainability

Service design...
• seeks to create services that are efficient, effective, useful, usable, and desirable
• is a human-centered approach that focuses on the quality of services rendered as the key value for success to enhance customer experience and well-being.
• is a systematic and iterative process that integrates user-oriented, team-based, and transdisciplinary approaches and methods to improve service delivery and customer well-being.
Advertising Case Competition Class

Work with Top Consumer Brands, Add Advanced Skills to Your Resume

EARN UPPER DIVISION ELECTIVE CREDIT

MKT-4397
Directed Study in Marketing

Mondays/Wednesdays
11:00 a.m. to 12:20 p.m.

Seats are Limited
Inquire about the class today! The professor must add you into the class.

3 or 6 Credits
Participate in the Fall class, decide later about continuing into the Spring.

Class Prerequisites
MKT 4330 and MKT 3370 recommended, but not required.

Work with Top Consumer Brands, Add Advanced Skills to Your Resume

This is your opportunity to build your resume and master the marketing skills companies want!

- Conduct consumer research, including focus groups, online surveys, and cutting-edge research techniques such as user experience testing for websites.
- Create advertisements and social media campaigns.
- Develop campaign metrics.
- Work with major brands, such as Snapple, Coke, Pizza Hut, Nissan, State Farm, and many more!

HOW THE CLASS WORKS
You’ll work with a handful of the brightest Texas State students from the College of Business Administration and other colleges. We work around a conference table where ideas are easily exchanged. You’ll get to know the professor and fellow classmates on a more personal and professional level. We work as a team to develop our advertising campaign for the case sponsor.

FALL 2017 SEMESTER
We conduct primary and secondary research to discover consumer insights about the brand. We identify relevant consumer target markets, define the brand’s positioning statement, and author the creative brief, which is the document used in the Spring to develop the ad campaign.

SPRING 2018 SEMESTER
We turn the creative brief into an actionable campaign and present it to the client and advertising professionals.

The client and advertising case used in the class is sponsored by the American Advertising Federation’s (AAF) National Student Advertising Competition (NSAC).

FOR MORE INFORMATION, PLEASE CONTACT

DR. RICK T. WILSON
Assistant Professor of Marketing
McCoy College of Business Administration

EMAIL
rick.t.wilson@txstate.edu

FIND OUT MORE
Visit aaf.org/NSAC to learn more about the competition.
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