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.

Welcome New Faculty!

Please join the department in welcoming new faculty this fall.

Dr. Kathryn Davis
MKT 3350 & 4337

Ms. Paula Ivey
MKT 4310 & 4330

Mr. Kent Perry
MKT 3343
The Career Closet is Now Open!

Have an interview scheduled, but need a suit? Head over to the Career Closet in LBJ 5-6.2

Free Suit rental for Texas State Students!
Location: LBJ 5-6.2 (5th floor)
Hours:
Monday/Tuesday:
1pm-3pm
Wednesday/Thursday:
3pm-5pm
August 31st – September 30th - School Supply Drive 2015
Starting August 31st until September 30th, AMA is opening the doors to support our fellow San Marcos students be successful by donating school supplies and cash to Goodnight Middle School. These students strive for a bright future, and are in need of supplies in order to purse their dreams! Major Supplies Needed: Large Backpacks, 2” Binders, Colored Pencils Markers, Dividers, and inexpensive Ear Buds. Donations to be brought to the Marketing Department Office in McCoy Room 424.

September 16th – T-shirts Sales!
On September 16th, we are having our T-shirt sales booth! We will be selling our new custom-designed T-shirts. We are proud to be selling them, and would like you to be just as proud by wearing them!

September 22nd – Workshop with Katie Fore. Topic: Dressing for Success
Katie Fore, a Professional Clothier at the Tom James Company, will show us the secrets to dressing for success.

September 30th – Speaker Meeting with Julie & David Topic: Nonprofit Marketing Strategies in the Arts
David Bisett and Julie Ray, President and VP of Marketing & PR respectively, will join us for a speaker meeting providing insights on how to use effective marketing strategies in nonprofit businesses in the arts.
Apply to the Spring 2016 NSAC Advertising Case Competition Class in 3 Easy Steps

The course focuses on developing an integrated marketing communications campaign for Snapple as part of the National Student Advertising Competition.

1. Send An Application
Send the following documents via email to Dr. Wilson and Ms. Buschhorn at the email addresses listed below.
   - Cover letter. Include the position for which you’re applying (see next step).
   - Resume.
   - Portfolio. If you’re applying for a creative position, include a link to your online portfolio or drop off two (2) copies to Old Main room 102.

2. Select Desired Position
- **Account Executive** – guides team with campaign development; works closely with advisors; and leads pitch presentation development. 1-2 students.
- **Art Direction** – translates marketing strategy into the visual components of the campaign; and works closely with the copy team. 2-3 students.
- **Copy Direction** – writes copy for all ad mediums; works closely with the art team; and possesses strong English and writing skills. 2-3 students.
- **Account Planning** – performs primary and secondary research; and ensures the consumer is always represented in advertising strategy. 2 students.
- **Media Planning** – defines and articulates media strategy; selects appropriate media channels; and develops the budget. 2-3 students.
- **Production** – writes and designs the plans book; assists in the development of collateral; and must be proficient with InDesign. 2 students.

3. Submit by October 1
   - Oct. 1 – Applications are due
   - Oct. 8 – Students notified for interviews
   - Oct. 15 & 16 – Interviews (15-min. slots)
   - Oct. 19 – Positions announced

TO REQUEST AN INTERVIEW, SUBMIT AN APPLICATION TO BOTH

**DR. RICK T. WILSON**
Assistant Professor of Marketing
McCoy College of Business Administration
rick.t.wilson@txstate.edu

**MS. JENNY BUSCHHORN**
Lecturer, Interim Advertising Sequence Head
School of Journalism & Mass Communication
Jlb283@txstate.edu
Congratulations to our Marketing students who were invited to join Beta Gamma Sigma! It is an honor to be selected and we hope you will take advantage of the opportunity. Many people have found its membership to lead to a vast network of business professionals who can help you in your future.

Anna Altinger
Jaylia Travis
Kristilyn Garza
Chelsey Caldwell
Shelby Flournoy
Kyle Manuel
Renee Walston
Alexendar Harrington
Elena Cortez
Michelle Miller
Ryan Ray
Leesa Johnston
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

Texas State Department of Marketing now has a Facebook page.
Like us today! www.facebook.com/dept.marketing

Editor, Cheryl T. Perez
ctperez@txstate.edu

Texas State University is a tobacco-free campus.