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](http://www.marketing.mccoy.txstate.edu).

Editor, Nikki Herrera
[nkh2@txstate.edu]
Important Dates in August

1  System will be unavailable for bill processing
10 Registration for Fall 2017 Ends
11 Late Registration Begins (6:00 a.m.)
   $25 Late Registration Fee for All Students Not Yet Registered
24 Late Registration Ends (5:00 p.m.)
25 System will be unavailable for payment processing
26 Late Schedule Changes Begin (6:00 a.m.)
   Special Late Registration Begins (6:00 a.m.)
   $100 Special Late Registration Fee for All Students Not Yet Registered
28 Full Term/First 8 Week Class: First Day of Classes
31 First 8 Week Class: Last Day to Drop with 100% Refund ‡
   (Ends at 11:59 p.m.) See Refund Policies and Schedules

GIS Workshop for Marketing/Business Students: Suitability Analysis

GIS: Suitability Analysis I
Time: Monday, July 31, 2017, 10:00AM - 11:30AM
Location: Alkek 101

GIS: Suitability Analysis II
Time: Thursday, August 3, 2017, 2:00PM - 3:30PM
Location: Alkek 101 San Marcos

Link to register: http://signup.txstate.edu/tags/gis

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
Welcome Back!

Helpful tips and reminders for starting the Fall semester

- **Department Directory**
  [Find the Office locations | Phone | Email for Faculty & Staff]
- Need a parking permit?
  - Parking Services
- On track to graduate?
  - McCoy Academic Advising Center
- Join a student organization!
- Need experience or extra income?
  - Career Services
- Upcoming interview or presentation?
  - Career Closet
- Stay updated! Sign up for TxState Alerts!
  - Emergency Management
- Interested in a MBA?
  - McCoy Graduate School of Business
- Financial Aid
- Moving In Tips
- New classes = New locations
  - Campus Map
- Eating on campus?
  - Dining Hall Hours & Locations
- Planning study locations?
  - Library Hours

Sports Season is starting! Check out game schedules!
Texas State University Recognized with Top Honors at Phi Beta Lambda National Leadership Conference in Anaheim

Areesha Singh & Alexander “Zander” Taylor from McCoy College of Business received national recognition at the PBL Awards of Excellence Program on June 27. Areesha and Zander competed in Integrated Marketing Campaign and brought home First Place. Together they developed a marketing campaign for “Bark Box”, a subscription service for pet owners based on primary and secondary marketing research.

In addition, Areesha Singh, was recognized as a Phi Beta Lambda “Who’s Who.” There were only 3 recipients of this award.

Areesha is a marketing student (completing her sales internship this summer). She used the information that she had learned in her marketing classes to prepare their campaign.
Promotion and Tenure

Please join the department in celebrating the accomplishments of these individuals for the following promotions and tenure.

**PROMOTION**

**From Associate Professor to Professor**

Dr. Vishag A. Badrinarayanan, Marketing  
Dr. Enrique P. Becerra, Marketing  
Dr. Jeremy J. Sierra, Marketing

**From Assistant Professor to Associate Professor**

Dr. Anna M. Turri, Marketing  
Dr. Richard T. Wilson, Marketing

**TENURE**

Dr. Anna M. Turri, Marketing  
Dr. Richard T. Wilson, Marketing

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Dr. Steven Rayburn was awarded as a Fulbright Specialist.  

As a Fulbright Specialist, he traveled to Lima, Peru to conduct training and develop programs for professors, students, and the university.  
The host institution was Universidad de Piura.  
He conducted multiple presentations and several research projects. He will be traveling back to Peru in January for more workshops and project development.
Dr. Steven Rayburn, Dr. Linda Nasr and Dr. Mario Giraldo (Universidad del Norte, Colombia) led a full day Transformative Service Research (TSR) Workshop entitled: “Conducting Transformative Service Research: Projects with Impact” at the 2017 Association of Consumer Research (ACR) Latin American Conference on July 5th, 2017 at the Pontificia Universidad Javeriana Cali (PUJC) Campus, Colombia.

The workshop explored the types of projects commonly engaged in from a TSR approach, further possible research areas that TSR should consider, methods for conducting TSR, and disseminating results of TSR projects. Participants were encouraged to share their own research with the group and to submit their manuscripts to the Special Section of the Journal of Service Theory and Practice (JSTP).

JSTP is hosting a special section focused on Transformative Service Research (TSR) in and from Latin America. The special section will be devoted to substantive research from Latin America. All research should be completed in Latin America and include collaborators from Latin America. Guest Editors: Mario Giraldo, Linda Nasr, Steven Rayburn, and Ray Fisk.

The workshop leads would like to thank the ACR-Latin America conference co-chairs (Drs. Enrique P. Becerra, Ravi Chitturi, Maria Cecilia Henriquez and Juan Carlos Londonero-Roldan) for this great opportunity! Dr. Rayburn and Dr. Nasr would also like to thank the McCoy College Foundation Faculty Development Fund for providing support.

For more information about TSC please visit:  
http://marketing.mccoy.txstate.edu/collaborative.html

Stay involved & Follow us on Twitter:  
https://twitter.com/servcollab

Want to get involved?  
Easy! Just complete a quick survey from the link below:  
http://marketing.mccoy.txstate.edu/collaborative/getinvolved.html
Peer-Reviewed Publications:


Peer-Reviewed Conference Proceedings/Presentations:

2017 ACR Latin American Conference, July 2017 in Cali, Colombia.

Presentation title:
Street Vending: Exploring the Transformative Impact of Forgotten Services

Linda Nasr (Author and Presenter)
Steven Rayburn (Author and Presenter)

Awards/Honors:

Dr. Linda Nasr is serving as co-chair of the Service Research Track at the 2018 AMA Winter Conference, which will be held in New Orleans from February 23-25, 2018. For more information, please visit the conference website ([https://www.ama.org/academics/Pages/call-for-papers-winter.aspx#sig](https://www.ama.org/academics/Pages/call-for-papers-winter.aspx#sig)). Submission deadline is August 23rd, 2017.
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.

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