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 and opportunities. For additional information, visit our website at www.marketing.mccoy.txstate.edu.

Texas State University
Named Enactus National Champion for 2014

After serving as the U.S.A. national champion in 2011, the Texas State University Enactus team again distinguished themselves by winning the U.S.A. national championship. Out of a field of 518 teams in the United States, the Final Four teams were: 1st place and U.S.A. champion – Texas State University, followed by Roberts Wesleyan, 1st runner-up, Heritage University, 2nd runner-up, and Belmont University, 3rd runner-up.
Enactus continued...

Student leaders attending the competition were: Ali Ijaz, President; Zach Goss, past President and student fellow; Chelsea Watkins, President-elect; and executive committee members, Seth Bleiler; Tyler Hammond; Matt Wyatt; Whitney Stone; Jordan Williams; and Regan Wiesner. The presentation team members were: Mykayla Goodwin and Greg Souquette, Co-Captains; Logan Matson; Chelsea Watkins; Stephen Myers; and Madison Nye.

The free enterprise projects must meet the Enactus international criteria, which focuses on the triple bottom line concept, (i.e. profits, people, planet). For a project or initiative to truly be effective and sustainable, it must make sense economically as well as socially and environmentally.

The Texas State Enactus team has over 50 projects and, in 2014, showcased four projects, including: Mobile Loaves and Fishes Project to help homeless people earn a living; Budget Infographics to help mayors, city councils, and citizens have a simple way to view their city budgets; JOB HELP, a customized web site with live action tutorial videos taught at four locations and involving 300 employers and many job seekers; and ROW, a marketing and technology company, which has 13 employees and is now grossing $100,000 annually. The company was started by the current Enactus President, Mr. Ali Ijaz.

The Texas State University Enactus team is one of the largest teams in the United States with approximately 140 new students each year, and over 80 volunteer officers. The Texas State team has placed in the top twenty teams in the United States fifteen of the past seventeen years. Their entrepreneurial projects range from helping local and global entrepreneurs to participating in educational legacy projects.

Thirty-six countries from around the globe participate in Enactus, alternating hosting responsibilities between the countries. Texas State University will represent the United States at The World Cup to be held in Beijing, China in October, 2014.

For more information, go to: http://enactusunitedstates.org/. You may view the video at: http://youtu.be/srUS37burU0. You may also contact Vicki West, Sam Walton Fellow in Free Enterprise, at vw03@txstate.edu or 512-245-3224.

Congratulations!!
Texas State AMA chapter swept both Chapter of the Year and the Case Competition at the American Marketing Association 36th Annual International Collegiate Conference held in New Orleans April 10 – 12, 2014. Texas State was named Chapter of the Year based on its submitted chapter plan and annual report. Reports are judged on professional development, communications, fundraising, and community service. The American Marketing Association is one of the largest professional associations for marketers and has over 40,000 members and over 350 collegiate chapters.

Texas State also received 1st place in the AMA Case Competition. Teams developed a marketing plan to relaunch the Hershey Company’s Take 5 candy bar. Ten teams were chosen as finalists based on a written submission. The ten finalists then presented their results to Hersey Company judges in New Orleans. Texas State was chosen as the winner based on their positioning strategy and marketing tactics. Some of the other schools competing in the case finals included the University of Pennsylvania, University of Maryland, University of Arizona, and British Columbia Institute of Technology. There were 129 universities that participated in the case competition.

It is very seldom that a university wins the Case Competition and is named Chapter of the Year; so this is an extraordinary accomplishment. Twenty-eight members of the Texas State chapter attended the conference. The conference brought together over 1400 students and their faculty advisors for three days of learning and networking. Students are provided the opportunity to learn more about career paths within the marketing field from representatives of top companies globally.

Texas State AMA is also proud to acknowledge our Vice-President of Programming, Jennifer Klinger. She was selected as winner of the AMA EBSCO Marketing Scholar Award. Other awards received included top four in the SABRE competition, honorable mention in the Website Competition and Outstanding Marketing Week recognition. In addition, President, Mervin Medina, along with Analisa Luning, Vice President, presented in a session called "How to be a Top Chapter."

Case Team: (left to right)
Dr. Gail Zank, Analisa Luning, Megan Stockberger,
Hershey Judge: Rob Malcom, Mervin Medina, Danielle Word and Jennifer Klinger
STUDENT ORGANIZATIONS

GET INVOLVED!

The Department of Marketing faculty actively support and advise three student organizations, all of which have successful track records in achieving 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. Gail Zank - gz10@txstate.edu

American Advertising Federation (AAF)
Dr. Mary Ann Stutts - ms04@txstate.edu

Students In Free Enterprise (SIFE)
Mrs. Vicki West - vw03@txstate.edu