

# MARKETING MEMOS

**FEBRUARY 2012**

DEPARTMENT OF MARKETING  
McCoy College of Business Administration



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 about the Department of Marketing, visit our website at [www.marketing.mccoy.txstate.edu](http://www.marketing.mccoy.txstate.edu).

## IMPORTANT DATES

### February 6-9, Monday-Thursday

#### **AMA SAVES LIVES BOOTH**

AMA will be handing out information to raise awareness of the need for organ donation, as well as helping people register to become organ donors. LBJSC in the 2nd floor lobby from 10:00 a.m. to 2:00 p.m.

### February 7, Tuesday

#### **AMA RESUME WORKSHOP**

This workshop will inform students about how to make a resume and how to make yourself stand out from others while doing so! Speaker: Ryanne Janca (Talent Acquisition Specialist from Enterprise) In McCoy 224 at 5:00 p.m.

### February 8, Wednesday

#### **AMA MEMBER MEETING**

LBJSC 3-14.1 at 5:30 p.m.

### February 13, Monday

#### **SAN MARCOS HEART WALK BOOTH**

The American Heart Association is hosting a walk in San Marcos on March 24<sup>th</sup> at the Texas State Track and Field Stadium. AMA will be helping to spread the word about the upcoming walks at LBJSC, in the 2nd floor lobby from 10:00 a.m. to 2:00 p.m.

**February 21, Tuesday**

**AMA MULTI-CULTURAL MARKETING WEEK EVENT**

Speaker: Sebastian Puente (CEO from Cultural Strategies) on Cultural Strategies in LBJSC 3-10.1 at 5:00 p.m.

**February 22, Wednesday**

**AMA MEMBER MEETING**

Speaker: Chad Rosele (Marketing Manager from Dell) on Product Marketing in LBJSC 3-14.1 at 5:30 p.m.

**February 23, Thursday**

**AMA MULTI-CULTURAL MARKETING WEEK EVENT**

Speaker: Veronica Beyer, Administrator of Marketing and International Trade from the Texas Department of Agriculture, on International Trade in LBJSC 3-5.1 at 5:00 p.m.

**February 24, Friday**

**AMA INTERNATIONAL POTLUCK**

Location & Time to be Announced

**February 28, Tuesday**

**AMA "MOCK INTERVIEW" WORKSHOP**

This workshop is designed to help Texas State students develop and refine their interviewing skills as they prepare to enter the workforce. Speaker: Nicole Port with Buckle Inc. in McCoy Hall 224 at 5:00 p.m.

**SCHOLARSHIP APPLICATIONS ARE HERE!**



Scholarship applications are now available on-line! For information and forms, go to <http://www.mccoy.txstate.edu/Undergraduate/scholarships.html>. All business majors who will graduate in December 2012 or later are eligible for McCoy College scholarships ranging from \$500 to \$5,000. **The application deadline is February 15, 2012.** Please turn in your completed application packets to the Department of Marketing in 424 McCoy Hall. The Departmental Scholarship Committees and the McCoy College of Business Administration Scholarship Committee will be making their decisions in early March. Scholarship recipients will be notified by mail and must attend the Awards Day ceremony on April 20, 2012.

**STUDY ABROAD FAIR**

The Study Abroad Office invites you to the Texas State Study Abroad Fair on Thursday, February 9<sup>th</sup>, from 10:00 a.m. to 2:00 p.m. in the LBJ Student Center Ballroom. Representatives of different programs will be providing information to those interested in studying, teaching, working, and/or researching abroad. The fair reflects the university's emphasis on internationalization and all interested parties are encouraged to attend. For more information visit [www.studyabroad.txstate.edu](http://www.studyabroad.txstate.edu). If you have any questions, please contact **Ms. April Castro** at (512) 245-1967 or via e-mail at [aprilcastro@txstate.edu](mailto:aprilcastro@txstate.edu).

## BUSINESS LEADERSHIP WEEK

February 13-16, 2012

### Monday, February 13

#### **Leadership Panel**

6:00-7:00 p.m., McCoy Hall 119

How does the First Amendment apply to YOUR business?

### Tuesday, February 14

Speaker: Paul Bulmahn at 9:30 a.m. in McCoy Hall 119

### Wednesday, February 15

Speaker: Jess Moore at 11:00 a.m. in McCoy Hall 126

Speaker: Christine Tusa at 3:30 p.m. in McCoy Hall 105

Etiquette Dinner with Diane Gottsman at 6:00 p.m. at the Embassy Suites Hotel. Purchase tickets for \$15 in McCoy Hall 115.

### Thursday, February 16

Speakers: Rick and Stephanie Ertel at 11:00 a.m. in McCoy Hall 223

Speaker: Shawn Morris at 3:30 p.m. in McCoy Hall 224

Speaker: Stephanie Anderson at 5:00 p.m. in McCoy Hall 127

Keynote Speaker: Attorney Anthony Griffin at 6:00 p.m. in the Alkek Teaching Theater

Speaker in Round Rock: Kim McMath at 6:30 p.m. in Avery 406 (Round Rock campus)

## AMERICAN MARKETING ASSOCIATION

### **Texas State is a Finalist in the AMA Case Competition!**

The Texas State entry into the American Marketing Association (AMA) Case Competition was selected as one of ten finalists. The American Marketing Association is the largest marketing association in North America and there are over 300 student chapters. Finalists were chosen based on a written entry. This year the case challenge was to develop an integrated marketing communications plan to introduce a new service concept for Pearson Learning Solutions. As finalists, the Texas State students will be presenting their case recommendations at the Annual AMA International Collegiate Conference in New Orleans, LA on March 22, 2012. Students that participated in this case submission include: **Blair Allen, Amanda Dickinson, Rene Falcon, Karen Fowler, Nivek Gorman, Brittney Honkomp, Matthew Lessner, Adam Middleton, Angel Prangner, Viviana Ramon, Jeanette Remlinger, and Brittney Sheidler.** This is the sixth year for Texas State to compete in the case competition and the fifth year that they have been chosen as finalists. **Dr. Gail Zank** is the faculty advisor for the Texas State AMA Chapter. Congratulations, AMA!

### **AMA Events**

AMA is collecting pet food and supplies for P.A.L.S., a non-profit corporation that helps to end pet overpopulation and pet homelessness. Acceptable donations include pet food, used toys or balls, old blankets and pillows, leashes, and other useful pet supplies. Please drop off your donation in the Marketing Department office (MOCY 424) until Friday, February 3, 2012.

AMA is selling Texas State t-shirts every Monday in the LBJ Mall from 9:00 a.m. to 2:00 p.m. Shirts will be sold for \$10 in maroon and in white, sizes small to extra-large!

## CAREER SERVICES

### Summer Job Fair

**Wednesday, February 8<sup>th</sup>  
10:00 a.m. to 2:00 p.m.  
LBJ Student Center Ballroom**

The Summer Job Fair is an opportunity to explore numerous summer job openings at camps, parks and recreation organizations, entertainment/theme parks such as Schlitterbahn and SeaWorld, and other types of summer employers.

### Career Counseling

**Chris Jones**, Career Advisor, will be offering half-hour long career counseling appointments in McCoy Hall 424 for marketing students on Tuesday, February 14<sup>th</sup>. Marketing students can schedule an appointment with Mr. Jones to discuss career/major exploration, resumes, cover letters, job search strategies, job shadowing, interview tips, etc. He can be reached at [CJ30@txstate.edu](mailto:CJ30@txstate.edu).

## SPRING GRADUATION



If you plan on graduating this spring, **graduation applications are due on Friday, March 9, 2012**. You can apply for graduation on-line through the Self Service Menu (SSB) of the new Student Information System. Log in and select the Student tab, select Student Records, and select Apply to Graduate. The application consists of two parts and you will be required to log in to the second part of the application. Be sure to complete both parts of the application. If you are unable to access the application, contact the advising center at 512-245-1993. The advising staff will correspond with you via your Texas State email address regarding your application and graduation.



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