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.

**Happy Retirement to Dr. Mary Ann Stutts!**

32 years of teaching & guidance!

Dr. Stutts has taught classes in Promotional Strategy, Consumer Behavior, Principles of Marketing, and the American Advertising Federation (AAF) Student Competition at the undergraduate level. At the graduate level, she has taught Marketing Management, Current Issues in Marketing, and Integrated Marketing Communications.

Dr. Stutts has received many awards and honors. Some include, the AAF 10th District Outstanding Teaching Award, Educator of the Year Award from the Austin Ad Federation (4 times), the Texas State Presidential Award for Teaching Excellence, the Outstanding Teacher Award in the McCoy College of Business, the Texas State Alumni Association Teaching Award of Honor, and the Everette Swinney Faculty Senate Teaching Award (2 times).

We will miss you Dr. Stutts!! Keep on rockin’!!
The AAF team won second place at the District 10 AAF National Student Advertising Competition (NSAC) competition held on April 17th in Austin, Texas. District 10 consists of universities from the states of Texas, Oklahoma, Arkansas, and Louisiana. The first place winner was University of Texas and third place was Texas A&M.

The AAF client this year was Mary Kay, Inc. and the target market was 18-25 year-old females. The campaign budget was $10 million. The Texas State presenters were: Kelby Schmidt, Kris Garza, Abby Mason, Divya Darsi, and Megan Bork. Kelby Schmidt won best presenter and the Texas State team was recognized as raising the most money in Advertising Education Sponsorships (AES).

Texas State teams have advanced to nationals 11 times since 1990, winning two national championships and placing in the top 4 an additional 6 times. The AAF team is a multi-disciplinary team with marketing majors, advertising majors, public relations majors and communication design majors. Faculty advisors are Dr. Mary Ann Stutts, professor of Marketing in the McCoy College of Business Administration and Dr. Alexander Muk, associate professor of Advertising in the School of Journalism and Mass Communication. Anyone wanting more information on the AAF fall research class should contact Dr. Rick Wilson at rick.t.wilson@txstate.edu.
Marketing News is a publication that is sent to AMA members worldwide! Our own Texas State AMA members were featured in the May publication. Congratulations!!

AMA Collegiate Case Competition Draws Record Number of Submissions

The 2014 AMA Collegiate Case Competition garnered a record number of submissions from students seeking to solve a sponsor brand’s marketing challenge—and Texas State University won first place.

The case competition is a yearlong event in which AMA collegiate members compete to develop the winning marketing strategy for a sponsor organization. This year’s case sponsor was The Hershey Co., which presented AMA Collegiate Chapters with the challenge of repositioning and rebranding its Take 5 candy bar. To participate, students conducted primary research and submitted a 20-page written response. The submissions were then assessed by industry and marketing faculty judges, and 10 chapters were invited to present their strategies to Hershey representatives at the International Collegiate Conference, which took place in New Orleans on April 10, 2014. All 10 finalist teams received an award and a monetary prize.

For the list of case finalists, and a full list of the AMA Collegiate Chapter award winners for 2014, visit ama.org/Collegiate.
Study Abroad in Barcelona, Spain!

Study abroad students tour UPS facility & ISS World.
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. Rick Wilson - rick.t.wilson@txstate.edu

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

Texas State Department of Marketing has a Facebook page.
*Like us today!* [www.facebook.com/dept.marketing](http://www.facebook.com/dept.marketing)

Editor, Cheryl T Perez
cpterez@txstate.edu

Texas State University is a tobacco-free campus.