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, opportunities and organizations.

For additional information about the Department of Marketing, please visit our website at www.marketing.mccoy.txstate.edu.

Editor, Nikki Herrera
nkh2@txstate.edu
Important Dates in July

2 Second 5 Week Class: Registration Ends (11:59 p.m.)
3 Second 5 Week Class: Late Registration Begins (6:00 a.m.)
   $25 Late Registration Fee for All Students Not Yet Registered
4 Independence Day (Classes Do Not Meet)
6 First 5 Week Class: Last Day of Classes
   Second 5 Week Class: Late Registration Ends (5:00 p.m.)
7 First 5 Week Class: Final Exams See Final Exam Schedule
8 Second 5 Week Class: 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
10 Second 5 Week Class: First Day of Classes
   Last Day for Graduation Candidates to Change Legal Names for Graduation Program
11 Second 5 Week Class: Late Schedule Changes End (4:45 p.m.)
   First 5 Week Class: Grades Available
13 Second 5 Week Class: Official 4th Class Day / Last Day to Drop with 100% Refund ‡
   (Ends at 11:59 p.m.) See Refund Policies and Schedules
28 Second 5 Week Class: Last Day to Drop / Automatic “W” Deadline ‡
   (Both End at 11:59 p.m.) See Dropping/Withdrawing

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
The Department of Marketing does not process any classification or prerequisite overrides.

Check our Registration Policy regarding overrides at [http://marketing.mccoy.txstate.edu/registration.html](http://marketing.mccoy.txstate.edu/registration.html)

Have a question? Check our Registration FAQs at [http://marketing.mccoy.txstate.edu/registration/RegistrationFAQs.html](http://marketing.mccoy.txstate.edu/registration/RegistrationFAQs.html)

During the registration period, the faculty members do not make decisions regarding classes. Please refer to the Registration tab on our website for more assistance such as the Course Override Form [http://marketing.mccoy.txstate.edu/registration/courseoverride.html](http://marketing.mccoy.txstate.edu/registration/courseoverride.html)

### CLICK EACH LINE FOR MORE INFORMATION

- **FIND YOUR MARKETING ADVISOR**
- **ACCESS PERIODS/TIME TICKETS**
- **LOOK AT LOCATIONS OF COURSES**
  - MCOY= Main Campus | AVRY= Round Rock Campus
- **PAYMENT INFORMATION AND DEADLINES**

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<tr>
<th>JULY</th>
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<td>2</td>
<td>Second 5 Week Class: Registration Ends (11:59 p.m.)</td>
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<td>System <em>will</em> be unavailable for payment processing</td>
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The Enactus team (pictured right) presented their entrepreneurial projects at the National Exposition in Kansas City, Missouri. The team was led by President, Gina Goss.

Vicki West attended the invitation only Gartner Professor Day in Ft. Myers, Florida. Headquartered in Stamford, Connecticut, Gartner is the world's leading IT research and advisory company. They employ 14,500 people in 100 countries. Gartner will be the "sale" at the National Collegiate Sales Competition (NCSC) for the next three years, beginning in 2018. For more information, go to: www.gartner.com
Collaboration with the Centre of Service Management:

Dr. Raymond Fisk and Dr. Linda Nasr were invited by the Centre of Service Management (CSM) at Loughborough University in the UK to be key presenters in their 1st Transformative Service Research Symposium. CSM is one of the leading service research centres in Europe. The symposium was held on June 1st and attracted a great number of researchers from various UK and European Universities. Dr. Fisk and Dr. Nasr presented the following TSC research:

- Enabling the Transformative Service Collaborative
- Service Thinking: Escaping Tribalism and Embracing Mutualism

For more information about the event please visit:
http://www.lboro.ac.uk/departments/sbe/events/2017/csm-transformative-service-research-symposium-.html

While visiting CSM, Dr. Fisk and Dr. Nasr took part in an internal event that aimed at fostering research between TSC and CSM members. The internal event was held on May 29th and resulted in a transdisciplinary collaborative work entitled: “Transformative Service Research and Citizen Science”. The work on a conceptual article has already begun and a number of future research avenues have been discussed.

The TSC team would like to thank CSM and its director Dr. Thorsten Gruber for the hospitality. The team is also looking forward to continue fostering the collaboration between the two parties.

Left picture – At the Centre of Service Management

Above Picture – With CSM members at the internal event
QUIS15 Symposium in Porto, Portugal, 12-15 June, 2017:

1. Service and Well-Being Workshop
   The workshop was help on June 12th at the School of Engineering, University of Porto in Portugal. Dr. Fisk co-organized the event and presented the following:
   - Taking Action to Advance Well-Being - David Bowen and Ray Fisk
   - Education and Well-Being – David Bowen and Ray Fisk

   Around 50 invited participants took part in breakout sessions organized by topic of interest. The breakout sessions resulted in the start of a number of collaborative research projects. Dr. Sidney Anderson and Dr. Linda Nasr participated in the event and are currently working on a project, led by Dr. Laurie Anderson, entitled “Equity and Access in Service”.

2. The TSC team presented a total of nine research projects at the QUIS Symposium:

   Daly, A., and Fisk, R., (2017), Applying Forum Theatre to Transformative Service Research: A Live Experience!
Frontiers in Service Conference in New York, USA, 22-25 June, 2017:

1. The TSC team officially announced the hosting of Frontiers in Service Conference 2018 by Texas State University on September 6-9, 2018. For more information, please visit the conference website: www.frontiers2018.com

Right Picture: Dr. Fisk and Dr. Rayburn announcing the hosting of Frontiers 2018.

2. Dr. Fisk was invited to serve as a panelist on one of the key conference plenary sessions entitled: “Service That Transforms the World”.

Left Picture: The three panelist: Dr. Fisk, Dr. Aksoy and Mr. Streebi

3. The TSC team presented a total of nine research projects at the Frontiers conference:


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

Stay involved & Follow us on Twitter: https://twitter.com/servcollab
Peer-Reviewed Publications:


Peer-Reviewed Conference Proceedings/Presentations:

Academy of Marketing Science (AMS) Annual Conference, May 2017, Coronado Island, California

Vishag Badrinarayanan (Author, Presenter, and Discussion Leader)
Enrique Becerra (Author)
Annie Liu (Author and Presenter)
Linda Nasr (Author)
Jeremy Sierra (Author, Presenter, and Discussion Leader)
Anna Turri (Author)

American Marketing Association (AMA) Marketing and Public Policy Conference, May 2017, Coronado Island, California

Rick Wilson (Author and Presenter)
Gail Zank (Author and Presenter)

Awards/Honors:

The following paper has been selected by the journal’s editorial team as the Outstanding Paper in the 2017 Emerald Literati Network Awards for Excellence.

American Marketing Association
Case Competition Class

“Out of all the coursework I have taken, case has helped cultivate my marketing knowledge the most. Strong communication, organization, time management, accountability, and teamwork are just a few of the skills strengthened from taking this class. This elective gives you the opportunity to solve a real world challenge.”

– Fabiola

MKT 4397.002
Directed Study in Marketing

Tuesday/Thursday
9:30 to 10:50 a.m.

Seats are Limited
Professor must add you to the class. Students must fill out an application and interview to become part of the class. Contact Dr. Zank if you want to learn more or set up an interview.

Fall Class
Students receive 3 credit hours. It is a fall only class.

Class Prerequisites
MKT 4330 and MKT 3370 recommended, but not required. All case participants must become a member ofAMA.

“Throughout my time at Texas State University I have not had a class or experience that has taught me more or challenged me to break out of my comfort zone more often than case. It has taught me what it will take in the future to be successful in any job I do and what kind of work ethic will be needed to accomplish any goals I have for myself and my career.”

– Carter

Enhance your Marketing Knowledge and Professional Skills by Working on a Case for a Real Company

• Add Advanced Skills to Your Resume
• Earn Upper Division Elective Credit

While participating in this AMA Case Class, you will:
• Conduct primary research utilizing depth interviews, focus groups, surveys, and other innovative research techniques.
• Utilize databases such as MRI+ University Reporter, Ad$pender, Marketresearch.com Academic and other secondary data sources.
• Develop positioning and segmentation strategies.
• Create Integrated Marketing Communication (IMC) plan.
• Develop plan metrics and budgets.
• Enhance your project and time management skills.

How the Class Works
You will work with a small select group of highly motivated and talented students. It is a student-led discussion based class.

The Client
The client for the 2017-18 case is Mary Kay Cosmetics.

 Tradition of Success
2 First Place Finishes
6 Second Place Finishes
2 Third Place Finishes
1 Honorable Mention

“Case allowed me to apply the knowledge I learned in class to a real world situation. The skills I learned while working on the case have given me confidence right before I graduate and begin my career as a marketer.”

– Nathan

FOR MORE INFORMATION, PLEASE CONTACT:
Dr. GAIL ZANK
Professor of Marketing
McCoy College of Business Administration
gz10@txstate.edu

EMAIL
OFFICE
PHONE
McCoy 412
512-245-3196
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