



McCoy College of  
Business Administration

# DEPARTMENT OF MARKETING

APRIL 2016 NEWSLETTER

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



## Important Dates

### April 12<sup>th</sup>

- Last Day to Drop a Second 8 Week Class & Second 8 Week Class Automatic "W" Deadline (Both End at 11:59 p.m.)

### April 13<sup>th</sup>

- AMA Speaker Meeting- Kat Harris | LBJ 14.1 | 5:30pm.

### April 19<sup>th</sup>

- Interview Express- LBJ Ballroom | 8:30am- 4:30pm

### April 21<sup>st</sup>

- Withdrawal Deadline (Ends at 5:00 p.m.)

### April 22<sup>nd</sup>

- McCoy Awards Day | ALK 250 | 3:30pm

# American Advertising Federation (AAF)



Students participating in the American Advertising Federation's (AAF) National Student Advertising Competition (NSAC) will travel to Lubbock, Texas on April 14-16 to compete in the district competition against 17 other area schools. Winners from this round face one additional elimination round before advancing to the national finals in Anaheim, California in June. This year's case competition is for Snapple, which challenged students to increase top of mind awareness and purchase frequency for Snapple's ready-to-drink teas and juices. Dr. Rick Wilson, Marketing, and Ms. Jenny Buschhorn, Journalism and Mass Communications, will take 17 students to the district competition in Lubbock.

## Beta Gamma Sigma

The Beta Gamma Sigma is the highest honor available to business students at AACSB accredited institutions. The Department would like to recognize the Marketing Students below on being invited to join Beta Gamma Sigma. This is quite an honor to be selected and a great opportunity. Many people have found this membership to lead to a vast network of business professionals who can help you in your future.

The recognition ceremony will be held in conjunction with McCoy Awards Day on Friday, April 22 at 3:30 p.m. in Alkek 250.

- |                        |                   |                      |
|------------------------|-------------------|----------------------|
| ❖ Alayna Beal          | ❖ Nadia Lopez     | ❖ Marelisa Rodaniche |
| ❖ Julia Cardona        | ❖ Angela Mesquias | ❖ Christina Sfamenos |
| ❖ Andrew Coleman       | ❖ Alejandro Meza  | ❖ Kelsey Vaeth       |
| ❖ Alexendar Harrington | ❖ Victoria Nguyen | ❖ Shelbie Vines      |
| ❖ Kiersta Hoover       | ❖ David Rocha     |                      |



## AMERICAN MARKETING ASSOCIATION NEWS

### MARKETING EDGE - "FIND YOUR EDGE"

On Friday, March 4<sup>th</sup> 2016, Texas State's AMA partook in the Marketing Edge's signature Student Career Forum which was hosted by IBM in Austin, Texas. The program consisted in a keynote speaker, a company networking lunch, the career panel, and a tour of the IBM facility. The keynote speaker was Paul D'Arcy, SVP Marketing at indeed.com, and he spoke about his creative marketing strategies that turned indeed.com into the number one external source of hire. Paul also spoke about his career as a marketer, mainly accentuating his shift from various companies, which enabled him to become a great marketing strategist. Once the keynote speech was concluded, students gathered for the networking lunch, after which they moved onto the next event of the day.



The career panel was a truly inspiring session, as attendees got to hear from marketers who have achieved astounding results through their innovation and hard work working with companies such as IBM, RetailMeNot, Stretch Recipes, Farmhouse Delivery and WP Engine.

Overall, the Marketing EDGE was insightful to all of its participants, as they got to learn from top marketing executives. The field trip was an experience that any marketing student would benefit from, and Texas State's AMA strongly encourages those who are interested to reach out to them and find out how they can partake in future field trips such as this one!

### CIRCUIT OF THE AMERICAS – FIELD TRIP

On Friday, April 1<sup>st</sup> 2016, several AMA members will be taking a marketing field trip to the Circuit of the Americas in Austin. This circuit hosts some of the largest racing events both across the nation, and worldwide. Some of which include, the Formula One United States Grand Prix and the Motorcycle Grand Prix of the Americas. In November 2012, they had a record crowd of 117,429 for the Formula One race. This field trip will be beneficial to AMA's marketers as they will get to know the marketing strategies behind these massive racing events!





## WARRIOR DASH



On Saturday, March 5<sup>th</sup> 2016, 14 AMA members volunteered for Warrior Dash, a 5k obstacle run held at Rustys Walnut Creek Ranch. Warrior Dash is the obstacle course race that anyone can start and everyone can finish. With over two million participants worldwide since 2009, they've reinvented the concept of a 5k run and created a revolution: Warrior Nation. Participants earn their Warrior title by tackling a fierce 3.1 mile course and 12 extreme obstacles. After conquering the Battleground, Warriors celebrate with beer steins and live music at a post-race party.

AMA's volunteering experience was great, and their engagement with fellow attendees helped shape the event into a success. Volunteers handed out water, rewarded participants with medals, and participated in other activities required to keep the event running smoothly and effectively. This was a great opportunity for Texas State's AMA to give back to the community, and did so with passion and dedication. We are looking forward to volunteering at next year's event, and we welcome anyone who is interested to reach out to us and be part of this AMAzing experience!

### **\*UPCOMING\* SPEAKER MEETING – APRIL 13<sup>TH</sup> 2016**

**LBJ STUDENT CENTER 14.1 - 5.30PM**

Network with AMA at this upcoming speaker meeting! We are proud to host our guest speaker, Kat Harris from the company Elizabeth Christian PR. As a Senior Account Executive, she will be sharing her experience in providing successful public relations services to clients. Prior to joining Elizabeth Christian PR, she has worked on PR campaigns for brands such as Capital One and Timberland. We hope to see you there! Free food and drinks will be provided, and business casual/professional attire is suggested!

### **\*UPCOMING\* AUSTIN CITY LIMITS – FIELD TRIP**

On Friday, April 15<sup>th</sup> 2016, Texas State's AMA member will be taking a marketing field trip to The Moody Theater, a state-of-the-art live music venue that can accommodate 2,750 people and hosts approximately 100 concerts a year. ACL Live is the premier destination in Austin for live performances as well as numerous special and private events. The field trip will focus on the marketing strategies the venue and its organizers apply to bring in as many artists and businesses as possible that offer the services required to run a successful musical event such as this one!



## Texas State Awarded 2nd place in the American Marketing Association Case Competition

Texas State AMA was awarded 2nd place for the American Marketing Association (AMA) Collegiate Case Competition at the International AMA Collegiate Conference in New Orleans, LA on March 18, 2016. Texas State was one of ten finalists out of over 120 schools that started the competition. Temple University received first place. The finalists presented to judges from the case client the Hershey Company. The case challenge was to develop a marketing plan for Ice Breakers Cool Blasts. The task was to develop a plan to increase awareness, interest and trial of the product. Students who participated in this case submission include: Seth Thamm, Katelyn Angelino, Sydney Arguijo, Angela Guzman, Umreen Imam, Austin Kuithe, Christina Lehman, Nadia Lopez, Fabiola Sanchez, and Amanda Zanella. Katelyn, Sydney, Umreen, Nadia, and Amanda were the presenters in New Orleans. Dr. Gail Zank is the advisor to the group. Congratulations to the group on their excellent performance!

### INTERNATIONAL COLLEGIATE CONFERENCE AT NEW ORLEANS

From March 17<sup>th</sup>-19<sup>th</sup> 2016, Texas State AMA sent 19 of its members to partake in the 38<sup>th</sup> Annual International Collegiate Conference. AMA Members from chapters all across the nation, including international chapters, gathered together at this conference. There were 365 AMA chapters, and their presence was surely felt in New Orleans as 1400+ students dominated the halls of the Sheraton, where this successful conference was hosted. Texas State's AMA chapter proved its hard work and dedication by placing as a Top 10 chapter of the year, as well as 2<sup>nd</sup> place in the Hershey's Case Competition, and 4<sup>th</sup> place award for its website. Thank you to every Texas State AMA member for their input throughout the year, as they helped shape this marvelous achievement!





# American Marketing Association Case Competition Class

*"This was by far the greatest learning experience in my college career."  
-Nadia*



2015-16 Texas state Case Presentation  
Team with Hershey Judges



Advertisement  
from the 2013-14  
Texas State  
team that won  
first place in the  
case  
competition at  
the International  
AMA Collegiate  
Conference.

*"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 of AMA.

*"Enrolling in case class was the best decision I made in my undergrad. This class gave me the opportunity to work on a marketing plan for a real company and apply the skills I have learned. I was able to find where my real passion is in marketing and the hard work was worth it. If I had the opportunity, I would do it all over again!"  
-Sydney*

## 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\$ponder, 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 2016-17 case is eBay.

### Tradition of Success

- 1 First Place Finish
- 6 Second Place Finishes
- 2 Third Place Finishes
- 1 Honorable Mention

**Become part of this winning tradition!**

*"The case class has taught me more about real world marketing than any other class I have taken, has been a great talking point on my resume, and I made a lot of close friends along the way."  
-Austin*

FOR MORE INFORMATION, PLEASE CONTACT:

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# CONTACT INFORMATION

## STUDENT ORGANIZATIONS GET INVOLVED!

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](mailto:ks07@txstate.edu)

Dr. Gail Zank (Case Advisor)- [gz10@txstate.edu](mailto:gz10@txstate.edu)

### American Advertising Federation (AAF)

Dr. Rick Wilson - [rtw34@txstate.edu](mailto:rtw34@txstate.edu)

### Enactus (Formerly SIFE)

Mrs. Vicki West- [vw03@txstate.edu](mailto:vw03@txstate.edu)



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