Marketing Memos

DEPARTMENT OF MARKETING

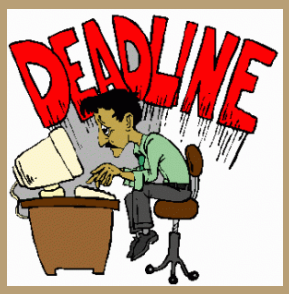
MCCOY COLLEGE OF BUSINESS ADMINISTRATION

FEBRUARY 2016

IMPORTANT DATES

February 3rd

Official 12th Class Day/ Last Day to Drop with 100% Refund Ends at 11:59 p.m.



February 8th

McCoy Scholarship Deadline, Ends at 5 p.m.

February 15th-18th

Business Leadership Week

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.

McCoy College Scholarships Deadline Approaching

All business majors and BA Economics majors, who will graduate in December 2017 or later, are eligible for McCoy College scholarships.

Students complete one application for eligibility to all McCoy CBA scholarships. Note that accounting majors have an additional form. Students with very high GPAs may also apply for the Presidential Upper-Level Scholarship, a very prestigious award which is given to one student in McCoy each year.

Go to The McCoy College Scholarship webpage accessed through the Undergraduate Programs tab, then click Scholarships. Click the FAQs link before filling out your application.

All materials are due in the Dean's Office, McCoy 530, by 5 pm on February 8, 2016.

Weblink:

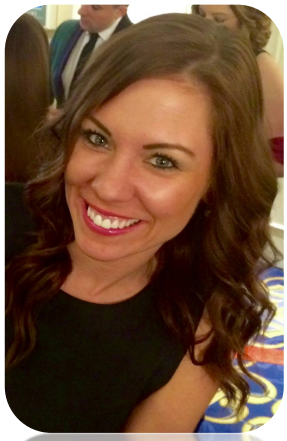
http://www.mccoy.txstate.edu/Undergraduate/scholarships.html

For more information regarding McCoy scholarships, please contact Dr. Karen Smith at karen.smith@txstate.edu.

Sales Students Shine!

We have some wonderful news! In the tradition of excellence of past sales alumni, two of our recent alumni have earned significant sales honors. Congratulations to Mr. Logan Matson and Ms. Heather Beck!

Mr. Logan Matson has been named #1 in the nation for sales in the 3M Traffic and Safety Division. You may recall that Ben Campbell was first in the nation in 3M Electrical Markets Division a few years ago. Logan was on the 2013 National Collegiate Sales Competition winning team that brought home the first place team trophy. He was a 3M Frontline Intern, followed by working in Chicago, and now he is in Seattle. He increased his territory sales by 57.3%, or a $1,880,201.00 increase.



Equally wonderful is the announcement from **Heather Beck**, a sales representative with the Tom James Company, that she has made President's Club and Chairman's Club in the same calendar year. Only once in the 50 year history of the Tom James Company has anyone reached those two goals in the same year.

American Marketing Association News

TEXAS STATE UNIVERSITY

Tuesday, February 2nd – Workshop with Ryan Gentile

McCoy 333 @ 5:00pm

Join us for this upcoming interactive workshop with Ryan Gentile, a Talent Acquisition Specialist at Mattress Firm. Lots to learn with great networking opportunities so don't miss this workshop! Don't miss this exciting workshop!

Student Involvement Fair, February 3rd

TBA

Texas State AMA will be a part of the Student Involvement Fair to promote and answer questions about AMA. If you have any questions about AMA, want to learn more or want to get know a couple of AMA members please stop by our booth. The location for this event is still not known but we will send out an email letting everyone know where it will be taking place.

Friday, February 5th – Texas State AMA's Regional Conference 2016

LBJ Student Center @ 9:00am

Students and professionals from all majors are welcome to our 9th Annual Regional Conference. This year's theme, "The Building Blocks of a Successful Marketer," will focus on how professionals grow and develop skills, knowledge, and networks in order to be successful above the rest within various marketing fields. This event will feature workshops, competitions, and three keynote speakers that have extensive backgrounds in various marketing sectors that will be able to provide their valuable insights and experiences. Tickets are $15 and can be purchased online or in the Marketing Department room 424. Schedule and more information can be found on our website: www.txstateama.com

Monday, February 8th – Workshop (Sales Week)

LBJ Student Center 3-6.1 @ 5:00pm

For this upcoming workshop we are excited to be having David Tucker & Crystal Flores from the company New York Life. They are both Financial Services Professionals and will share insight from their career experience. There are amazing things to learn from this workshop so we are looking forward to seeing you there!

American Marketing Association News Continued...

Tuesday, February 9th – Interview Event (Sales Week)
LBJ Student Center 3-7.1 @ 5:00pm

Are you ready for the job interview? Think you have all the right answers prepared, for all the questions you might get asked? Find out at our Interview Express session where will be hosting "Quick Q's & Interviews", a great resource to perfect your interview-taking skills.

Wednesday, February 10th – Speaker Meeting (Sales Week)
LBJ Student Center 3-14.1 @ 5:30pm

Join AMA in this upcoming speaker meeting! We are very glad to be having Chad Chartier, Branch Sales Manager at Banker's Life. Do not miss the opportunity to network and learn from this speaker meeting! See you there!

Thursday, February 11th – Workshop (Sales Week)
LBJ Student Center 3-9.1 @ 5:00pm

For our last workshop during Sales Week, we will be having William Brown, Recruiting Manager – Business Sales Leadership Program from AT&T. He will be going over the AT&T consulting and sales process. Come learn more about sales from a Fortune 500 company.

Friday, February 12th – Texas State AMA's Benefit Concert
Cuauhtemoc Hall @ 4:00pm-11pm

Fellow Bobcats, Texas State's AMA and Cancer Advocacy Movement for Colleges Outreach presents: LISTEN TO THE BEAT, AND BEAT THE ODDS: Cancer Awareness and Marrow Donor Festival. A great musical gathering featuring artists Nappy Roots, Reasonant Frequency, Jaylon Ashaun, and the Electronic Music Association. Admission is donation based and all proceeds will go towards the National Marrow Donor Program. Show your support and beat the odds at the concert!

Tuesday, February 16th – Workshop 'Guide for Successful Interviewing'
LBJ Student Center 3-3.1 @ 5:00pm

Join AMA's upcoming workshop! We will be having Elliott Kopel, a Talent Acquisition Specialist from Enterprise Holdings. This is a very resourceful workshop as she will be going over how to better perfect your cover letters, resumes, behavioral interviewing, and much more! See you there, Bobcats!

Texas State Competitions

Texas State is a Finalist in the American Marketing Association Case Competition

The Texas State entry into the American Marketing Association (AMA) Collegiate Case Competition was selected as one of ten finalists among 123 entries. The American Marketing Association is the largest marketing association in North America and there are over 350 student chapters. Finalists were chosen based on a written entry. Some of the other finalists include University of Pennsylvania, Temple University, University of Wisconsin-Whitewater, and University of Nevada–Las Vegas. This year the case client is the Hershey Company and the product is Cool Blasts under the Ice Breakers brand. 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. 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 17, 2016 to judges from the Hershey Company. 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. Dr. Gail Zank is the advisor to the group. Congratulations to the group on their excellent performance and good luck in New Orleans!

FIND YOUR EDGE

SAVE THE DATE
Student Career Forum
FRIDAY
March 4, 2016

TEXAS STATE UNIVERSITY STUDENTS:
ARE YOU INTERESTED IN A MARKETING CAREER?

Join us! Keynote speaker, company networking lunch, career panel…

Career Panel:

Moderator: John Heckeroth, IBM Austin Global Marketing Center Operations Manager

Farmhouse Delivery:	Amanda Cowan, VP of Marketing
IBM:	Tyler Hooper, Digital Marketing Strategist
RetailMeNot:	Ryan Johnson, Senior Marketing Manager
Stretch Recipes:	Lauren Foster, Founder, CEO/President
WP Engine:	Eric Jones, VP Global Brand and Communications

REGISTER ON-LINE TODAY – CHECK BACK OFTEN FOR UPDATES ON KEYNOTE SPEAKER AND MORE!

EDGEstudentcareerforum.org

Date: Friday, March 4, 2016
Time: 11:00am – 3:00pm
Place: IBM, 11501 Burnet Road, Austin, TX
Cost: Just $10

Registration Deadline: February 21st OR WHEN FULL

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MARKETING EDGE

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STUDENT ORGANIZATIONS

GET INVOLVED!

The Department of Marketing faculty actively support and advise 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 - gz10@txstate.edu

American Advertising Federation (AAF)

Dr. Rick Wilson - rtw34@txstate.edu

Students In Free Enterprise (SIFE)

Mrs. Vicki West - vw03@txstate.edu

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Editor, Cheryl T. Contreras
ct15@txstate.edu

Texas State University is a tobacco-free campus.