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.

**Beta Gamma Sigma**

Membership in Beta Gamma Sigma is the highest scholastic recognition a student can receive in an undergraduate or master’s program in business or management. To be eligible for membership, a student must rank in the upper 10 percent of advanced sophomores, juniors, or seniors, or upper 20 percent of master’s students based on their Texas State GPA. Additionally, prospective undergraduates must have completed at least 15 hours at Texas State, 12 hours of which must be classes in the McCoy College of Business Administration. Graduate students must have completed at least 40 percent of graduate coursework required for the program in which they are enrolled.

Congratulations to our Marketing students who joined Beta Gamma Sigma!

- Katelyn Angelino
- Linda Guevara
- Caylin Mahone
- Leticia Smith
- William Beechinor
- Kathleen Highsmith
- Samuel Morales
- Kayla Smith
- Paige Brandt
- Thomas Italiano
- Alisa Noell
- Joshua Stines
- Mark Davidson
- Jacqueline Kellam
- Kyle Peck
- Matthew Desmond
- Christina Lehman
- Amanda Perez
- Maria Galizia
- Nicole Lucha
- Kaitlyn Powell
Texas State University was the only university that has advanced to the Final Four Role Play (Individual) for three years in a row much less two years in a row. There were a total of 40 universities and 80 competitors. The competition took place at Florida State University in Orlando, Florida from November 6th-10th.

Role Play Team-Lakota Campbell (2nd runner up), Mac Morse (semi-finalist)
Case Competition Team-Macy Dalton, Staci Edwards
Faculty Coach-Wayne Noll
Texas State University competed in the State Farm Insurance Sales Role Play and Marketing Competition for the 2nd year in a row. Scott and Gabriela did an excellent job of representing the Center for Professional Sales in the McCoy College of Business Administration as competitors in both a Sales Role Play scenario as well as an IMC presentation. The competition took place at the University of Central Missouri from November 6-8, 2014.

Sales Competitors - Scott Lapier & Gabriela Bantau
Assistant Coach - Matthew Sanchez, Graduate Assistant
American Marketing Association
“Take Charge, Get Involved, Join AMA”

Join AMA in the spring for exciting professional development events!

2015 Regional Conference: "Marketing Magnified: Explore the minds of marketers to enhance your career!"
When: February 6, 2015
Where: LBJ Student Center 3.15.1
Time: 9:15 A.M. – 4:15 P.M.
Texas State’s 8th Annual Regional Conference topic, Marketing Magnified, will focus on learning about the many opportunities that a career in marketing offers. Marketing is not just about advertising and sales. There are numerous avenues for employment in the field of marketing.

Join AMA for its first Speaker Meeting of the spring semester
Wednesday, January 28th at 5:30 p.m.
Adriana Cruz of the Greater San Marcos Partnership will be speaking about how her organization promotes San Marcos as a vibrant community for growth.
Congratulations to our Marketing students who became members of Alpha Mu Alpha!

Katelyn Angelino  Maria Galizia  Drew Rino
Paige Brandt  Amanda Gomez  Joseph Risoli
Terise Barnett  Kathleen Highsmith  Mark Robinson
Kayllie Cooper  Scott Lapier  Brenna Smith
Mark Davidson  Caylin Mahoney  Letitia Smith
Christopher Delcros  Sage Nutt  Madison Stephens
Matthew Desmond  Emily Parker  Kasey Svatek
Cayleigh Doyle  Kyle Peck  Laurel Wesson
Garrett Enriquez  Kaitlyn Powell  N. Danielle Word

Thank you to those of you who gave food/cash donations for the Hays County Food Bank. The food bank will be organizing the Turkey Box Program that gives struggling families a box of food needed for a holiday feast.
Out of over 500 teams, Texas State Enactus won the USA Enactus National Exposition and was crowned the national champion of free enterprise. From there, Texas State Enactus represented the United States as "team USA" during the 2014 Enactus World Cup held in Beijing, China. The World Cup competition was a fantastic experience for our team and we had the opportunity to meet people who are making a difference from 35 different countries. Though we were not crowned the champion in Beijing, we would not trade the experience of seeing how 35 different countries are using entrepreneurship and free enterprise to enable human progress.

Pictured (L-R) Stephanie Dawson, Roselyn Campero, Marian Brewer, Regan Wiesner, Seth Bleiler, Jordan Williams, Ali Ijaz, Bobby Broughton, Mrs. Souquette (parent of Greg Souquette) and Alex Krohn
Enactus Travels to China for World Cup

Hanging out at the China Zoo!

Front: Tyler Hammond, Gina Goss, Madison Nye, Mykayla Goodwin, Stephanie Dawson. Back: Bobby Broughton, Stephen Myers, Mrs. Goss, Zach Goss, Greg Souquette, Mr. Goss and Logan Matson
Pictured (L-R) First row: Marian Brewer, Whitney Stone, Greg Souquette, Mykayla Goodwin, Jordan Williams
Second row: Regan Wiesner, Stephanie Macke, Gina Goss, Zach Goss
Third row: Stephanie Dawson, Ali Ijaz, Chelsea Watkins
Fourth row: Nicholas Jones, Matthew Wyatt, Tyler Hammond, Seth Bleiler, Preston Willis, John Bragg, Brian Blanco
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