

# MARKETING MEMOS

JUNE 2012

DEPARTMENT OF MARKETING  
McCoy College of Business Administration



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 about the Department of Marketing, visit our website at [www.marketing.mccoy.txstate.edu](http://www.marketing.mccoy.txstate.edu).

## IMPORTANT DATES

**June 4, Monday**

First Day of Summer Classes

**June 4-5, Monday-Tuesday**

Schedule Changes  
(ends at 3:00 p.m. on 6/5)

**June 7, Thursday**

Deadline to Drop with a Refund

**June 17, Sunday**

Happy Father's Day!

**June 22, Friday**

Last Day to Drop a Class  
Automatic "W" Deadline  
(end at 5:00 p.m.)

**June 28, Thursday**

Last Day to Withdraw – 5:00 p.m.

*Have a safe and fun summer!*



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## CENTER FOR PROFESSIONAL SALES

### *Texas State Announces Opening of Center for Professional Sales*

**Dr. Denise Smart**, Dean of the McCoy College of Business at Texas State University-San Marcos, announced at the spring faculty meeting that a new Center for Professional Sales had been approved by the Provost, **Dr. Gene Bourgeois** and President **Denise Trauth**.

The approval for the Center for Professional Sales is the result of many years of work by the Texas State faculty in the Department of Marketing. The department now offers a sales concentration, consisting of four classes: professional selling; sales management; directed study in sales; and a sales internship. **Dr. Anna Turri**, **Mr. Wayne Noll**, and **Mrs. Vicki West** teach the classes in the concentration, with **Dr. Ray Fisk**, Chair of the Marketing Department, leading the department. **Dr. Fisk** noted, "The Center for Professional Sales will allow our Department of Marketing to accelerate our success in delivering excellent sales education."

Noteworthy for the Center for Professional Sales is its recent inclusion into the membership of the University Sales Center Alliance, a group of universities that offer a professional selling program with a major, a minor, or a concentration in sales. Membership requirements are rigorous and include meeting numerous standards, such as (1) multiple sales role play learning experiences; (2) sales laboratories with recording capabilities; (3) national prominence for the student sales teams; (4) research in the sales discipline; and (5) regular attendance at national and international conferences in the field of sales.

The Texas State students have repeatedly distinguished themselves at the premier student sales competition, National Collegiate Sales Competition, winning three graduate division championships, and placing in the Final Four undergraduate division the last two years in a row. They consistently receive a Top 10 team award, out of a field of approximately 62 undergraduate universities nationwide.

The inaugural director of the Center for Professional Sales, **Mrs. Vicki West**, had this to say about the opening of the Center. "It is very gratifying, after almost 20 years, to see the culmination of our efforts produce such outstanding career opportunities for our talented students. Our corporate partners' program is flourishing, our student ambassador team is top notch, and we are continuing to develop our curriculum and add new faculty. We are very pleased with our new mobile sales labs, sponsored by our founding corporate partner, Liberty Mutual. They allow our students, faculty, and partners to interact seamlessly to produce a quality experience for all parties involved."

**Dean Smart** noted that the Center has a strong foundation and great potential to impact an important aspect of business. She went on to say that having the enthusiastic support of respected companies participating as corporate partners was key to establishing the center and to its future success. The current partner companies include: 3M, ADP, Cox Media, Federated Insurance, Ferguson Industries, First Command, Henry Schein, Liberty Mutual, Paycom, State Farm, Tom James, Teksystems, and UPS.

The chair of the Center for Professional Sales Advisory Board, **Elizabeth Terrell**, Managing Director of Sales at UPS and a Texas State alumna, commented, "I am so proud of the dedication and support from various constituencies that have culminated in both our membership in the sales center alliance and the creation of the sales center." For more information on the Professional Selling Concentration and the Center for Professional Sales, contact **Mrs. Vicki West** at 512-245-3224 or [vw03@txstate.edu](mailto:vw03@txstate.edu).

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