DEPARTMENT OF MARKETING
December 2017 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.

Important Dates in December

7 Full Term/Second 8 Week Class: Last Day of Classes
   (Except for Friday Only Classes)
8 Reading Day (Friday Only Classes Still Meet)
   Final Exams Begin at 5:00 p.m. See Final Exam Schedule
15 Final Exams End
15 Commencement [McCoy College of Business- 2:00 p.m.]
19 Grades Available See CatsWeb | Classification Updates
23 University Closed for Holiday Break

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

Happy Birthday….
Cheryl Contreras! 12/6 | Mrs. West! 12/22
The International Collegiate Sales Competition (ICSC) was sponsored by Florida State University at Orlando, Florida. The role play team from Texas State placed with a top 3 finish (3rd) out of 70 universities! The team was made up of Sydney Alvarado and Alexandra Berzsenyi. They advanced deep into the semifinal round. Mitchell Sanderson and James Brownhill competed in the Case Management competition.

The team members in the photo on the left are (L-R) James Brownhill, Alexandra Berzsenyi, Wayne Noll - coach, Sydney Alvarado, and Mitchell Brownhill.

Sydney Alvarado (pictured right) attended the ICSC (International Collegiate Sales Competition) with Coach Mr. Noll and came in 1st place for the Speed Selling round.
In April, 2018, the National Collegiate Sales Competition is held in Atlanta, Georgia. The Texas State team begins practice in January. To be named to the team, there is a rigorous selection process which involves the following criteria: outstanding performance in Professional Sales class; ability to think quickly under competition conditions; professional appearance and behavior; a strong work ethic; and the ability to be coached successfully.

Congratulations to the following 2018 NCSC team members:
Undergraduate division – Tori Green, Evan Jackson, Jeremy Cox, Taylor Walker, and Antoine Lolliot.
Graduate division – Madison Ivers and Kathleen O’Brien.
Join us in congratulating these students!

The 2018 SIFE/Enactus presentation team has been selected. Over 20 students, out of a field of over 100, participated in presentation try-outs. The members of the team are as follow: Alexa Loredo, MacKenzie Simons, Destiny DeLeon, Austin Walker, Antoine Lolliot, Jeremy Cox, Joshua Stines, and Captain Amanda Perez.

The SIFE/Enactus competition process takes approximately one year, from interacting with various external constituencies, to choosing viable free enterprise projects, organizing and completing the work, documenting results, and then showcasing the Texas State Enactus team’s program of work. The students write a complicated summary, make a live action video, and prepare for months to present their work to Fortune 500 executives. The regional competition will be held in Dallas in April, 2018, followed by the national competition in Kansas City in May, 2018.

Going to Graduate School in the Spring 2018 semester?
Graduate Assistant Positions available!!
See details below:

Job Description:
The Department of Marketing hires graduate assistants (GAs) to assist faculty and the department with various tasks. Common tasks for a GA are proctoring, objective grading, data entry, and assisting with classes and research. The Chair of the department works to coordinate GA assignments with the faculty to ensure each faculty has adequate instructional and research support.

The GA should be dependable, responsible, and ready to do what is required. As a representative of the Department of Marketing, the GA should be professional and should reflect positively upon the department. This position is 20 hours a week.

Pay:
Monthly Pay of $1,350.22 (Increases yearly)

Application Process:
Submit a resume to Nikki Herrera at nkh2@txstate.edu
NOVEMBER:

THANKSGIVING DINNER SOCIAL

AMA and friends came together bearing a lot of food for the best “Friendsgiving” dinner yet. The group gathered at Cooper Beech club house and shared laughs, stories, and turkey. It was a feast to say the least. Mashed potatoes, stuffing, casseroles, you name it, it was there. This is a tradition that only gets better every year. If you missed it this time, there is always next year!

FUNDRAISING

In addition to the Thanksgiving dinner, AMA hosted a canned food drive. AMA collected 150 cans which went directly to Hays County Food Bank. It was a great feeling knowing that AMA would be helping feed families through the holidays. AMA also had face pies in the quad. This was a fun (but messy) way to raise money. In total, AMA raised $325 to support the Food Bank.

DECEMBER:

HAPPY HOLIDAYS

AMA would like to wish everyone happy and safe holidays! A well-deserved break is on the horizon, Bobcats. AMA is looking forward to next semester as there are a lot of exciting events coming up! See you next year!

NEXT SEMESTER:

FIRST SPEAKER MEETING: ALUMNI PANEL

The Alumni Panel speaker meeting is an AMA favorite, and what better way to kick off the semester? Several Texas State AMA alumni are coming back to answer the questions you have about the final years of your college career, the real world and so much more. The alumni have great insight and want to share what they have learned and experienced since graduating. You do not want to miss this!
TSC is an innovative transdisciplinary collaborative for relieving suffering and improving human well-being for individuals, families, cities, and society. To bring people together to solve these problems, TSC serves as an innovative, inclusive, human-centered research platform. TSC seeks collaborative research projects with other departments and colleges at Texas State. TSC also seeks to collaborate with our San Marcos community and our region to facilitate local improvements in well-being.

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

Stay involved & Follow us on Twitter: https://twitter.com/servcollab

Want to get involved? Easy! Just complete a quick survey from the link below: http://marketing.mccoy.txstate.edu/collaborative/getinvolved.html

---

**Research Spotlight**

**Scholarly Activities – November 2017**

**Peer-Reviewed Publications:**


News 1:

Dr. Ray Fisk and Dr. Linda Nasr traveled to Brisbane, Australia from October 30, 2017 to November 7, 2017. During their trip, they were invited to participate in two events:

1. **Thought Leadership Conference entitled “Theorizing beyond the horizon: Service Research in 2050”** hosted by The University of Queensland (UQ) and the Australian National University (ANU) on November 3-5, 2017. Event location: UQ Campus and Hilton Hotel Brisbane.

   The goal of this invitation only conference was to bring together prominent thought leaders in the service research area to consider the future of the Service discipline. There were eight different tracks designed around the theme of the conference. Due to their interest and work within the area of Transformative Service Research (TSR), Dr. Fisk was invited to serve as co-leader of Track 3: “A Transformative Service Approach to Empowering a Worldwide Just Service Economy by 2050” while Dr. Nasr along with the five other international researchers participated in the track (see Photo 1 and 2). The result of the two days of work for each Thought Leadership Conference track will be writing a "high impact paper" for a special issue of the *Journal of Service Management* (subject to peer review).

Dr. Nasr and Dr. Fisk participated in two additional events around the time of the conference:
- Networking dinner on November 5, 2017 where they had the chance to meet and network with international researchers.
- ‘Innovation in Services’ Breakfast on November 6, 2017. This event was part of a UQBS “Innovation” initiative. A panel discussion including industry leaders, high performing students and academic staff was successful organized.
2. Research Seminar: “Creating the Future of Service: Transforming Service Thinking and Building the Transformative Service Collaborative” hosted by Queensland University of Technology (QUT) - School of Advertising, Marketing and Public Relations on November 6, 2017.

Dr. Fisk and Dr. Nasr were invited by QUT to deliver a presentation on Monday, November 6, 2017 entitled "Creating the Future of Service: Transforming Service Thinking and Building the Transformative Service Collaborative" (See Photo 3 and Photo 4).

The attendees also met and interacted with social robot “Pepper” at the Australian Centre for Robotic Vision to understand pathways and barriers to mainstream consumer robotics adoption in the service industry (See photo 5).

At all the above events, Dr. Fisk and Dr. Nasr were able to inform the participants about the Transformative Service Collaborative at Texas State, which includes hosting next year’s Frontiers in Service Conference in Austin.
In Memory of

MATTHEW MCKINLEY ELLIS
August 31, 1997 - November 13, 2017

Matthew McKinley Ellis, 20, of Atascocita, Texas, passed away November 13, 2017.

Matthew was born in Houston, Texas on August 31, 1997 to Paul and Lisa Ellis. Matthew graduated from Atascocita High School in May 2016 and attended Texas State University with business as his major.

Matthew enjoyed tennis, music, movies, friends, family, and the United Methodist Army Missions thru Kingwood UMC.

Matthew is preceded in death by his paternal grandparents, Morris and LaRue Ellis. Matthew is survived by his parents, Paul D. Ellis and Lisa M. Ellis, brother William Ellis, grandparents, William Allee, Helen Allee, aunt and uncles, Charles and Carolyn Ellis, Susan and Patrick Batla, Johnny and Diana Ellis, Debra and Tom Amundsen, Laverne Lenzo, Denise and Jerry Moon and his beloved family dog "Misty," along with numerous cousins.

A service was held in Matthew’s honor on Saturday, November 18, 2017 at Kingwood United Methodist Church at 11:00 a.m., followed by the interment at Brookside Memorial Park.

Matthew had a passion for missions through Kingwood UMC where he served at UM Army for several years. He always dreamed of going on a mission trip to Costa Rica someday but wasn’t able to make the trip.
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