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 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.

National Collegiate Sales Team

The National Collegiate Sales Team is preparing for their national competition to be held in Atlanta, April 7th-9th. The graduate team members include Chelsea Watkins, Seth Bleiler and Nick Jones, student coach. The undergraduate team members include William Beechinor, Craig Italiano, Scott Lapier, Alex Krohn, student coach. The faculty coach is Ms. Vicki West.

Good luck to the Sales Team!!

Access Periods for Summer & Fall Registration

March Access Periods

23rd Students with Disabilities ODS (6:00 a.m.), Honors Students and Those with a Cumulative GPA >=3.8 (9:00 a.m.), All Other Special Groups and TX State Employees (Excluding Student Workers) (11:00 a.m.), Graduates and Post Graduates (12:00 p.m.)

24th Seniors (6:00 a.m.)

25th Juniors (6:00 a.m.)

26th Sophomores (6:00 a.m.)

27th Freshman (6:00 a.m.)
Participate in the Fall 2015 Advertising Case Competition class!
You’ll have the opportunity to conduct focus groups, develop and administer online surveys to non-student populations, and perform a number of cutting-edge marketing research techniques such as user experience testing for websites and social media content analyses.

It’s not your typical Texas State class
You’ll work with a handful of the brightest Texas State students from the College of Business Administration and the School of Journalism & Mass Communication. We work around a conference table where ideas and strategy are easily exchanged. You’ll get to know the professor and your fellow classmates on a more personal and professional level. The class is structured like a real advertising agency, and we work as a team to develop our advertising campaign.

The Advertising Case Competition class is sponsored by the American Advertising Federation's (AAF) National Student Advertising Competition (NSAC). Each year, a corporate sponsor provides a real-world marketing problem from which student teams develop a comprehensive advertising campaign.


Participate in the Fall, decide later about continuing into the Spring.
The course is divided into two 3-credit classes. Students who take the Fall class are not required to take the Spring class, and students who wish to take the Spring class are not required to take the Fall class. Interviews are required for entry into the Spring class only.

- **Fall Semester** – We conduct primary and secondary research to discover consumer insights about the brand. We identify relevant consumer target markets and create the brand’s positioning statement.

- **Spring Semester** – We turn our consumer insights and positioning strategy into an actionable campaign and present it to the client as part of the national student advertising competition.

Tell me more about the Fall Advertising Case Competition class!
It’s a 3-credit hour upper division marketing elective (MKT 4397). During Fall 2015, the class meets MW 3:30 to 4:50 p.m. MKT 4330 and MKT 3370 are recommended prerequisites, but not required.

Seats are limited. Sign up for the class now. **Contact Dr. Rick T. Wilson, Assistant Professor of Marketing, at rick.t.wilson@txstate.edu.**
March 19-21, 2015

The American Marketing Association of Texas State University will be traveling to New Orleans for the AMA International Collegiate Conference from March 19th to March 21st. Collegiate Chapters from across the United States and several countries will be attending this event. Last year, Texas State was awarded the honor of Platinum Chapter (top collegiate chapter internationally) and won First Place in the AMA Case Competition.

AMA will be participating in several competitions at the conference, including SABRE business simulation, sales competitions and, of course, the CASE competition. The client this year is Glacéau and its brands vitaminwater and vitaminwater zero. The case challenge was to develop an integrated marketing communications plan to create brand and product love with the 18 – 24 year olds without alienating the 30 – 39 year old loyalists.

Wednesday, March 25, 2015

Heidi Hannah, CFO of HILL, will be speaking about “How to Create a Strategic Brand” at 5:30 p.m. in LBJ room 3-14.1. Hill has been providing successful branding solutions to real estate clients worldwide since 1981. Come network with us before the meeting at 5:15 and enjoy some free food and drinks!

Friday, March 27, 2015

There will be an AMA members-only field trip to Geekdom in San Antonio on March 27. Geekdom is a new kind of collaborative coworking space where Entrepreneurs, Technologists, Developers, Makers & Creatives help each other build businesses & other cool things together. The only other city with Geekdom work spaces is San Francisco. Contact Danielle Word at ndw1@txstate.edu to join AMA.
Join us for Bobcat Build! Help Team AMA give back to the San Marcos community!

On Saturday, March 28, 2015, nearly 4,000 Texas State students, faculty, and staff plan to rise early and give back to the community they love by volunteering at over 250 jobsites in the San Marcos region. This will be Bobcat Build’s 13th annual event, and the number of volunteers, as well as job sites, continues to rise. The program has grown to become the 2nd largest student-run, student-led service project in the state of Texas!

Bobcat Build is a one-day project organized by the Bobcat Build Planning Committee, a student organization of approximately forty students housed in Student Involvement at the LBJ Student Center. In the words of Noragene Green, a woman who has participated as a jobsite recipient, “Bobcat Build is an amazing service event that impacts homeowners in a way that sometimes makes them cry with joy. It touches their hearts.”

The program started as a way for the students to thank the community for allowing our University to continue to grow in the beautiful city of San Marcos. Now the program is the second largest of its kind in Texas. Each year, new volunteers and returning participants line up to join us on the day of Bobcat Build.

Wednesday, April 8, 2015

There will be a speaker meeting at 5:30 p.m. in LBJ room 3-14.1 featuring Michelle Vrudhula of Customer Research International, a marketing research firm right here in San Marcos. She will be talking about marketing research and what her company does with information technology.

For more information about joining AMA:
Contact: Danielle Word, VP of Membership, at ndw1@txstate.edu.
Applications are available in the Marketing Dept. Office (McCoy Hall 424) and at AMA meetings. www.txstateama.com
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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Texas State Department of Marketing now has a Facebook page.

**Like us today!** www.facebook.com/dept.marketing

Editor, Cheryl T. Perez
ctperez@txstate.edu

Texas State University is a tobacco-free campus.