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.
**Important Dates**

8- Last Day of Classes  
(Except for Friday Only Classes)

9- Reading Day  
(Friday Only Classes Still Meet)

- Final Exams Begin  
at 5:00 p.m.  
See Final Exam Schedule

16- Final Exams End

17- Commencement  
See Commencement Schedule

20- Grades Available  
See CatsWeb

22- University Closed for Holiday Break  
(Offices open January 2nd)

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**Spring 2017 Registration Reminder**

If you are taking a prerequisite course off campus, you must have your coursework completed and posted to your Texas State transcript by January 11, 2017. In order for this to happen, you will need to send your official transcript to the Office of Undergraduate Admissions.

The Advising Center will remove all prerequisite overrides after January 11, 2017. At this time, the Registrar’s Office will run a report to identify students who are registered without the required prerequisites and those students will be dropped. Neither the Academic Department or the Advising Center will accept proof of grade for prerequisite courses taken outside of Texas State.

If you have any questions about this process, please contact the Advising Center at 512.245.1993 or stop by 115 McCoy Hall to speak with the Advisor On-Call.
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

GOING TO GRADUATE SCHOOL?
Apply to be a Graduate Assistant with the Department of Marketing!
Responsibilities may include research, technical/course assistance, and institutional support. Gain experience, network, and work on campus while you go to school! Salary is monthly based and flexible hours.

For more information about Graduate Assistantship Information, see link below:
http://www.gradcollege.txstate.edu/Prospect_Students/Fin_Grad_Ed/Grad_Assist_Info.html

Submit your resume to marketing@txstate.edu with background of yourself.

Join Enactus in...

5K Race for Relief
Click the RUNNER for more information

WHO: Texas State Faculty and Students
WHAT: 5K Color Run and 1 Mile Family Fun/ Pet Run
WHEN: December 8, 2016 8 AM- 11 AM
WHY: To benefit the Centro Esperanza Community Center
WHERE: 5 Mile Dam Park- 4440 S Old Stagecoach Rd,
San Marcos, TX 78666
The Sales Team consisting of Charles Allinger, John Benavides, Shelby Flournoy and Rachel McCloney, placed 9th out of 69 universities in Orlando at the Florida State University USCA competition this past November 2 - 6, 2016. The event featured both role play and case management presentations. The final competition is at the University of Central Missouri and sponsored by State Farm. This competition is a very elite group of 12 universities.

Dr. Rayburn conducted a first colloquium for the Transformative Service Research for the Universidad de Piura. This two-day research workshop for Centro Investigacion de Servicios at Universidad de Piura; Lima, Peru include various presentations and workshops. For more insight and to watch the interview, refer to the article below about the event.

**ADS held the "First symposium Services Research" in the UDEP**

**Presentations:** Transformative Service Research  
Quantitative Methods – Improving Service Worker Affect; The Transformative Potential of Work Design  
Qualitative Methods – Service Captivity – Consumers’ Captive Service Experiences: It’s YOU and ME  
Qualitative Methods – Service at the Base of the Pyramid: To Connect, Empower and Train  
Mixed Methods – Implications of Service Captivity in a Medical Service Setting; or, Service Captivity in the NICU: Encouraging Parent Participation in Care  
Marketing Theory and Application - Services Marketing: What is Service, What are Services, What is Service Marketing, What Creates Value?

**Workshops:** Research Possibilities with Local Businesses  
Designing, Planning, and Conducting Research Studies
International Visiting Scholar, Lorena Blasco, Presented Research to Marketing Faculty

Lorena Blasco, our first International Visiting Scholar for this academic year, visited the Marketing Department on November 18, 2016.

Lorena visited Monterrey Tech in Mexico and did Base of the Pyramid research with Javier Reynoso. She is a marketing faculty member at ESCP Europe Business School in Spain.

Here are links to more about Lorena:

https://lorenablascoarcas.com
http://www.escpeurope.eu/nc/faculty-research/the-escp-europe-faculty/professor/-/biography/?tx_bookdb_pi1%5Bens_uid%5D=217890

Congratulations to the Fall 2016 Inductees of Alpha Mu Alpha

National Honorary Society

Induction Ceremony & Reception was held on November 10, 2016. For more pictures of the event, see Marketing’s Facebook!

Charles J. Allinger
Emily Besserer
Katherine Brewer
Yessica Canales
Elena Cortez
Devyn Brooke Crawford
Yna Diane F. Del Rosario
Shelby Flournoy
Maclane Fulvio
Brennan M. Gibbs
Tori Taylor Green
Alex K. Hart
Kiersta Hoover
Madison Jepsen
Jessica S. Jordan
Courtney Laux
Kendall Elise Lewis
Molly Marie McCourt
Katherine E. McGehee
Aaron Thomas Moore
Kallie Moulton
Kathleen O’Brien
Kyndall Ramirez
Austin Michael Reyna
Chelsea Rosine
Tyson Rochelle
Marelisa Rodaniche
Vanessa She
Spencer G. Smith
Robert James Sluss
Christina Sfamenos
Samantha Stone
Karson E. Tamas
Nina Terregino
Tyler Nicole Weems
Samuel Williams
American Marketing Association

RECENT EVENTS:

Regional Conference

Texas State’s American Marketing Association hosted their 10th Annual Regional Conference which took place October 28th at Texas State University in San Marcos, Texas. AMA proudly welcomed guest speakers: Guy Parker (CMO, Workhouse Digital) and Ricardo Guerrero (Marketing Consultant contracted by companies such as Dell, HP, and Verizon), followed by Andrea McFarling (Director of Marketing at AdLucent, and Texas State Alumni) who moderated digital marketing panel from AdLucent at the event. A small career fair was held for students during the lunch hour, allowing them to network with employers for future internship and job opportunities. Students could interact with different AMA organizations who were in attendance from other universities in Texas, Florida, and Wisconsin. The conference ended with a marketing strategy competition, where the top six submissions were selected to present to Target company executives. Congratulations to the winners from University of Wisconsin-Whitewater and Texas State!

Wurstfest Social Our Wurstfest Social was held on November 10th in New Braunfels, Texas. AMA colleagues had a great time enjoying the unique celebration of German culture filled with a variety of entertainment including carnival rides, games, music and not to mention great food!

Turkeys Tackling Hunger

Texas State’s Community service and social impact officers came together to form a new fundraising event to raise money for the Hays County foodbank. AMA members volunteered to sell pies on November 14 and 15th in the Texas State quad for donations. Pies are yummy but these weren’t pies to eat, this was your opportunity to pie AMA members in the face! The event was a success and we look forward to continuing it in the future!

Turkey Dinner

AMA had their very own Friendsgiving on November 16th at 7:30 pm at Copper Beech. This was a fun night filled with laughter, turkey, mashed potatoes, and plenty of dessert. Thank you to all who came and cooked for the event! Everyone who came also brought 10 cans of food for the Food Bank. AMA feels honored to be able to share our resources with the food bank and to have such great members participating!
American Marketing Association

UPCOMING EVENTS

Benefit Night

AMA will host benefit night at Texas Road House all throughout the day on December 7th. Take a break from the ramen and come out to support this wonderful organization by letting your server know you are attending on behalf of Texas State’s AMA.

Speaker Meeting

If you were unable to get involved in AMA in the Fall, but would still like to, you haven’t missed your window! Join us on January 25th in LBJ 3-14.1 for the first speaker meeting of Spring 2017! We will have an alumni panel who can answer any questions you may have about the American Marketing Association and how it can better your future, as it has benefited theirs. This meeting will begin at 5:30, but come early to eat and network! Business Casual recommended.

T-Shirt Sales

Don’t forget to get your Texas State Merch before the semester ends! AMA will continue to have T-Shirt sales every Wednesday from 9am-1pm in the LBJ Mall area. Come by and see what special deals they have to offer!

Good luck with finals coming up and have an AMAzing break! See you in the New Year!

From all of us at Texas State’s American Marketing Association.
Awards, Honors, and Leadership:

Dr. Linda Nasr organized and chaired a Special Session at the 2016 Annual Society for Marketing Advances (SMA) Conference entitled: “Service Robotization: Building a Collaborative Research Agenda for Interactive Service Robots”. The conference was held at J. W. Marriott Buckhead in Atlanta, GA from November 2-5, 2016.

Dr. Linda Nasr has been invited to join the editorial board of the Service Industries Journal. The Service Industries Journal is a multidisciplinary journal and was established in 1981 as the first peer-reviewed journal devoted to services and service management.

Peer-Reviewed Conference Proceedings/Presentations:

International Conference of the Academy of Business Research:

Dr. Ruth Taylor presented a paper at the recently concluded International Conference of the Academy of Business Research: “Advancing International Marketing Education: Emerging and Frontier Country Analysis Project Model.” This paper was named “Best in Track Paper for the Marketing Information System” track. The conference was held in San Antonio, Texas (November 2-4, 2016).

International Conference on Education Research and Innovation:

Dr. Ruth Taylor presented a paper at the recently concluded International Conference on Education Research and Innovation: “Advancing International Marketing Education: Emerging and Frontier Country Analysis Project Model.” This paper was named “Best in Track Paper for the Marketing Information System” track. The conference was held in Seville, Spain (November 2-4, 2016).
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](mailto:ks07@txstate.edu)
Dr. Gail Zank (Case Advisor) - [gz10@txstate.edu](mailto:gz10@txstate.edu)

**American Advertising Federation (AAF)**
Dr. Rick Wilson - [rtw34@txstate.edu](mailto:rtw34@txstate.edu)

**Enactus (Formerly SIFE)**
Mrs. Vicki West - [vw03@txstate.edu](mailto:vw03@txstate.edu)

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