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.mccoymcloy.txstate.edu.

18th Annual Etiquette Dinner

Wednesday, November 4, 2015

From 6:30 PM to 8:30 PM
Check in and Hors d’ oeuvres starting at 6:00 PM
Reed Parr Room, 11th floor
J.C. Kellam Building

Dress: Business Professional

All Texas State Students are welcome to come and learn Business etiquette and how to dine in a professional setting. Tickets can be purchased at all AMA meetings and in McCoy Room 424 for $20. Limited tickets available.
**Every Wednesday from 9am-1pm at the LBJ Mall area – AMA T-shirt Sales!**

We are having our T-shirt sales booth! We will be selling our new custom-designed T-shirts. We are proud to be selling them, and would like you to be just as proud by wearing them! Our involved AMA members will be out there in the LBJ mall area, right in front of LBJ. Make sure you visit us, and buy yourself a T-Shirt!

**October 23rd – T3 Field Trip**

AMA members are having a field trip to T3, an independent marketing and advertising firm, with headquarters in Austin, TX. The T3 advertising agency sent their chief innovation officer, Ben Gaddis, to one of our speaker meetings in the spring term of 2015, which was very informational and beneficial.

**October 24th – Tailgating!**

Proud to be Bobcats! We are going to tailgate for our upcoming home football game against the South Alabama Jaguars. Look out for the Sam’s Club tent and we’ll be there!

**Monday, October 26th – “Marketing Yourself” Workshop**

Welcome to Marketing Week! We make sure we stay on top of things, so we’re having a great workshop with Amy Royce, Regional Campus Recruiter for Total Quality Logistics. She will be talking to us about choosing the right direction in careers, overcoming job search challenges, how to build and strengthen professional networking skills, and much more! So don’t miss this workshop as there is a lot to make out of it!
October 26th until November 20th – Turkey Tackling Hunger

With Thanksgiving just around corner, it’s the perfect time to help make it a special one for those in need. At AMA we love to spread our love and care to the community, and we want you to join us! Show your care by donating canned food to the marketing department in McCoy which proceed to the Hays County Food Bank.

Monday, November 2nd – LinkedIn Workshop

In our upcoming workshop, we welcome Bruce Howard, Career Advisor for Accounting, Finance, and Economics majors. We will learn how to use a LinkedIn account to better attract employers, and network professionally and effectively.

Monday, November 11th – Speaker Meeting: “How to Win in Life & Marketing” and 5th Annual Turkey Dinner!

Join us on this very special day, when not only will we be having our speaker meeting, but our 5th Annual Turkey Dinner too! For the speaker meeting, we will gladly be having Susan Lee, Director of Marketing at McCoy’s. She will be going over marketing at McCoy’s, and her experience on how she climbed the ladder of success in marketing, and what it took to do it! For the Turkey Dinner we welcome everyone to bring a side dish or dessert for a potluck. Everyone will be paying $5 for a plate or bring canned food, both of which proceed to the Hays County Food Bank. We are very excited to have you with us!

Wednesday, November 16th – Speaker Meeting: “You've got the Job...Now what?”

For this upcoming speaker meeting we proudly welcome back Amy Royce, Regional Campus Recruiter for TQL. She will talk to us about overcoming the struggles of transitioning from college to the working world, as well as knowing how to set the right expectations. Don’t miss this speaker meeting, as it definitely will be useful in the long run!
Interview Express will be held on Thursday, Oct. 29th, from 8:30am until 4:30pm. The new location for Interview Express and the board luncheon is the LBJ Student Center Ballroom. All professional selling students and sales alumni are invited to participate in this semi-annual career fair for corporate partners affiliated with the Center for Professional Sales.

The founding sales advisory board of directors will be also be attending the events surrounding Interview Express. They are an integral part of the growth of the Center and serve in an advisory capacity to the current students.

For more information, contact Vicki West at vw03@txstate.edu or 512-245-3224.

October 29th
LBJSC Ballroom 7PM-9PM
“DINNER IN THE DARK: A LOOK INTO VISUAL DISABILITIES”
ODS partners with SACA for a dinner experience and honest conversations about individuals with visual disabilities. Panelists will answer questions regarding their experiences on the Texas State campus. This is one event you don’t want to miss! RSVP now!

October 30th
LBJSC 5-5.1 (ODS) 11AM-1PM
“ODS OPEN HOUSE: WE’RE OPEN….COME ON IN”
Meet the Office of Disability Services staff, enjoy an interactive tour of the office and receive additional information about our office! Light refreshments provided; door prizes will be awarded throughout the event.
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

Texas State Department of Marketing now has a Facebook page.

Like us today!  [www.facebook.com/dept.marketing](http://www.facebook.com/dept.marketing)

Editor, Cheryl T. Contreras
cetcontreras@txstate.edu

Texas State University is a tobacco-free campus.