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 May

1. Full Term/Second 8 Week Class: Last Day of Classes
2. Reading Day
3. Final Exams Begin at 5:00 p.m.
    See Final Exam Schedule
10. Final Exams End
11. Commencement
    See Commencement Schedule
16. Grades Available (12:00 p.m.)
    See CatsWeb
22. Last Day for Graduation Candidates to Change Legal Names on Diplomas

Registration Tools
CLICK EACH LINE FOR MORE INFORMATION

FIND YOUR MARKETING ADVISOR
ACCESS PERIODS/TIME TICKETS
LOOK AT LOCATIONS OF COURSES
MCOY= Main Campus | AVRY= Round Rock Campus
PAYMENT INFORMATION AND DEADLINES

Registration Reminders
Summer 2017 & Fall 2017

The Department of Marketing does not process any classification or prerequisite overrides.

Check our Registration Policy regarding overrides at http://marketing.mccoy.txstate.edu/registration.html

Have a question? Check our Registration FAQs at http://marketing.mccoy.txstate.edu/registration/RegistrationFAQs.html

During the registration period, the faculty members do not make decisions regarding classes. Please refer to the Registration tab on our website for more assistance such as the Course Override Form http://marketing.mccoy.txstate.edu/registration/courseoverride.html

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
Chelsey Caldwell

Chelsey was selected as Texas State’s 2017 Outstanding Undergraduate Marketing Student. She is graduating Summa Cum Laude with her Bachelor of Business Administration degree in Marketing. She has been a McCoy College Ambassador since Spring 2015 and has demonstrated outstanding service to the organization as a Career Services Committee Chair since Fall 2015. Throughout her extensive involvement in the McCoy College of Business she has dedicated herself to serving in several organizations, including the Texas State Terry Scholars, Beta Gamma Sigma, and SIFE Enactus. Chelsey has been a key member of Enactus, serving as a Presentation Team Member, Social Coordinator, the VP of Social Media, VP of the Opportunity Creation Committee, VP of the Battle Buddies Project, VP of Social Media at Project Row, and the VP of Marketing at TVM. Additionally, Chelsey has volunteered for countless community service activities, some of which include Relay for Life, Bobcat Build, and the Great Texas River Clean Up.

After graduation, Chelsey plans to pursue her Masters in Management at SMU, in Dallas.
Texas State's 2017 NSAC Team Continues Winning Streak

Team Brings Home 3rd Place and Special Judges Award for Best Media Plan at District Competition

The School of Journalism and Mass Communication and McCoy College of Business is proud to announce that Texas State's 2017 AAF-NSAC team has placed third at the AAF District 10 Convention and Student Competition for its campaign for corporate sponsor Tai Pei. The team also won the Special Judges Award for Best Media Plan.

In addition to the team win, advertising and communication design student, Angela Rhys received the Jeanie Ruedy scholarship for $2,500, and Breonna Ruffin was recognized for being selected as one of AAF's Most Promising Multicultural Students for 2017.

Because the Tenth District is a super district, the 18 entrants from universities across Texas, Oklahoma, Louisiana, and Arkansas are split into two pods of nine schools each. Led by co-advisors Dr. Rick Wilson and Ms. Jenny Buschhorn, Texas State competed directly with the University of Central Oklahoma, who won first place, second place winner Texas Christian University and other past district winners including Texas A&M.
Enactus National Presentation

Responding to a special request from Enactus national headquarters, Texas State made a presentation to the NACDS, National Association for Chain Drug Stores, conference and prospective donors to the Enactus organization in Scottsdale, Arizona. Students Lakota Campbell, Enactus Presidential Fellow; Gina Goss, Enactus President; Carlos Osuna, Enactus President-elect; and Jeremy Cox, national presentation team members, made a presentation detailing the team’s history and organization, a legacy project, and a summary of how the Texas State Enactus team empowers people.

Enactus Regional Competition

Over 75 students participated in the Enactus Regional Competition in Dallas, TX. This is the 20th anniversary year for Texas State to win the regional competition. The focus of the team is dictated by Enactus headquarters, and the triple bottom line of People, Profit, and Planet are the criteria for choosing projects. The team will be attending the national competition in Kansas City in late May, where they hope to make the Top 20 national teams for a record 18 times out of 20 years.
The annual 3M Internship Conference was held in San Diego, California this year. 3M is one of 23 corporate partners active with the Center for Professional Sales. Gina Goss, Brenda Erickson, and Sarah Goodfellow were the 3M interns this year. Notably, Texas State had the most internship alumni represented from all the partnering universities. The internship alumni group serve as team leaders to help the new interns learn how to create and showcase new ideas for the company.

National Collegiate Sales Competition

Four undergraduates and two graduate students attended the National Collegiate Sales Competition (NCSC) in Atlanta. The undergraduate competition focuses on a sales role play with a prospective buyer. The featured company was ADP. Both Evan Jackson and Tori Green, participating in the undergraduate division, were quarterfinalists. There are over 160 competitors, and NCSC is the oldest & largest professional selling competition in the United States. Graduate students, Katelyn Bain and Lakota Campbell, placed in the Top 3 teams in the second round of the graduate division, in the team sale. This round of competition tests the students’ skills in a complex sale where there are two sellers and multiple buyers.

(First row - L to R): Macy Dalton, 3M employee & sales alumni; Brenda Erickson, current 3M intern; Chelsea Watkins, 3M employee & sales alumni; Gina Goss, current 3M intern; Sarah Goodfellow, current 3M intern & sales alumni; Lakota Campbell, past 3M intern and sales alumni; Second row: Forrest Lohman, 3M employee & sales alumni.
The TSC team (Dr. Steven Rayburn, Dr. Sidney Anderson, Dr. Linda Nasr and Professor Ray Fisk) was invited to present at the following university wide events in April:

- The Speed Networking event: **Topic:** Transformative Service Collaborative.

At both events, the team worked on spreading awareness about the TSC mission of collaborating for improving well-being for individuals, families, cities, and society. The TSC is seeking collaboration with departments and colleges at Texas State; with local and regional communities and organizations; and with national and global researchers and organizations to facilitate improvements in well-being.

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

Stay involved & Follow us on Twitter: [https://twitter.com/servcollab](https://twitter.com/servcollab)

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**RESEARCH SPOTLIGHT**

**Peer-Reviewed Conference Proceedings/Presentations:**


American Marketing Association
Case Competition Class

“Out of all the coursework I have taken, case has helped cultivate my marketing knowledge the most. Strong communication, organization, time management, accountability, and teamwork are just a few of the skills strengthened from taking this class. This elective gives you the opportunity to solve a real world challenge.”
– Fabiola

MKT 4397.002
Directed Study in Marketing
Tuesday/Thursday
9:30 to 10:50 a.m.

Seats are Limited
Professor must add you to the class. Students must fill out an application and interview to become part of the class. Contact Dr. Zank if you want to learn more or set up an interview.

Fall Class
Students receive 3 credit hours. It is a fall only class.

Class Prerequisites
MKT 4330 and MKT 3370 recommended, but not required. All case participants must become a member of AMA.

Enhance your Marketing Knowledge and Professional Skills by Working on a Case for a Real Company

- Add Advanced Skills to Your Resume
- Earn Upper Division Elective Credit

While participating in this AMA Case Class, you will:

- Conduct primary research utilizing depth interviews, focus groups, surveys, and other innovative research techniques.
- Utilize databases such as MRI+, University Reporter, Adspender, Marketresearch.com Academic and other secondary data sources.
- Develop positioning and segmentation strategies.
- Create Integrated Marketing Communication (IMC) plan.
- Develop plan metrics and budgets.
- Enhance your project and time management skills.

How the Class Works
You will work with a small select group of highly motivated and talented students. It is a student-led discussion based class.

The Client
The client for the 2017-18 case is Mary Kay Cosmetics.

Tradition of Success
- 2 First Place Finishes
- 6 Second Place Finishes
- 2 Third Place Finishes
- 1 Honorable Mention

Become part of this winning tradition!

“Throughout my time at Texas State University I have not had a class or experience that has taught me more or challenged me to break out of my comfort zone more often than case. It has taught me what it will take in the future to be successful in any job I do and what kind of work ethic will be needed to accomplish any goals I have for myself and my career.”
– Carter

“Case allowed me to apply the knowledge I learned in class to a real world situation. The skills I learned while working on the case have given me confidence right before I graduate and begin my career as a marketer.”
– Nathan

FOR MORE INFORMATION, PLEASE CONTACT:
Dr. GAIL ZANK
Professor of Marketing
gz10@txstate.edu
McCoy College of Business Administration
McCoy 412
512-245-3196

Advertisement from the 2013-14 Texas State team that won first place in the case competition at the International AMA Collegiate Conference.
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)