

Marketing Memos

IMPORTANT DATES

December 6, Thursday

Last Day of Class

December 8-14

Final Exams

December 14, Friday

McCoy College of
Business Commence-
ment Ceremony
6:00 p.m.
Strahan Coliseum

December 19, Wednesday

Grades Available

January 2-10

Late Registration and
Schedule Changes for
Spring 2013 (end at
3:00 p.m. on 1/10)



DEPARTMENT OF MARKETING
MCCOY COLLEGE OF BUSINESS ADMINISTRATION
DECEMBER 2012

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 and opportunities. For additional information about the Department of Marketing, visit our website at www.marketing.mccoy.txstate.edu.

TEXAS STATE UNIVERSITY ANNOUNCES CENTER FOR PROFESSIONAL SALES



*Pictured above, Dr. Anna Turri, Mrs. Vicki West,
Mr. Wayne Noll, and Dr. Ray Fisk*

Dr. Denise Smart, Dean of the McCoy College of Business Administration at Texas State University, has announced the establishment of a new Center for Professional Sales.

Texas State's Department of Marketing currently offers a sales concentration consisting of four classes: professional selling; sales management; directed study in sales; and a sales internship. **Dr. Anna Turri**, **Mr. Wayne Noll** and **Mrs. Vicki West** teach the classes in the concentration, and **Dr. Ray Fisk** is chair of the Marketing Department. "The Center for Professional Sales will allow our Department of Marketing to accelerate our success in delivering excellent sales education," Fisk says.

Texas State's new center has recently become a member of the University Sales Center Alliance, a group of universities that offer a professional selling program with a major, a minor or a concentration in sales. To become a member, universities must meet numerous standards including multiple sales role play learning experiences; sales laboratories with recording capabilities; national prominence for the student sales teams; research in the sales discipline; and regular attendance at national and international conferences in the field of sales.

Texas State students have repeatedly distinguished themselves at the National Collegiate Sales Competition, winning three graduate-division championships and placing in the Final Four undergraduate division in 2010 and 2011. They consistently receive a Top 10 team award in a field of approximately 62 undergraduate universities nationwide.

Mrs. Vicki West is the inaugural director of the Center for Professional Sales. "It is very gratifying, after almost 20 years, to see the culmination of our efforts produce such outstanding career opportunities for our talented students," West says. "Our corporate partners' program is flourishing, our student ambassador team is top notch, and we are continuing to develop our curriculum and add new faculty. We are very pleased with our new mobile sales labs, sponsored by our founding corporate partner, Liberty Mutual. They allow our students, faculty and partners to interact seamlessly to produce a quality experience for all parties involved."

Dean Smart noted that the center has a strong foundation and great potential to impact an important aspect of business. Having the enthusiastic support of respected companies participating as corporate partners was a key to establishing the center and to its future success, she says. Current partner companies include 3M, ADP, Cox Media, Federated Insurance, Ferguson Industries, First Command, Henry Schein, Liberty Mutual, Paycom, State Farm, Tom James, Teksystems, and UPS.



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