

# Marketing Memos

DEPARTMENT OF MARKETING

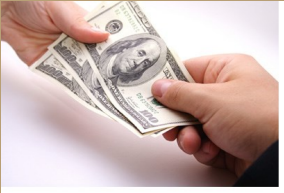
MCCOY COLLEGE OF BUSINESS ADMINISTRATION

JANUARY 2015 - FEBRUARY 2015

## IMPORTANT DATES

### January 15th

Late Registration Ends  
@ 5pm  
Payment Deadline @  
6pm



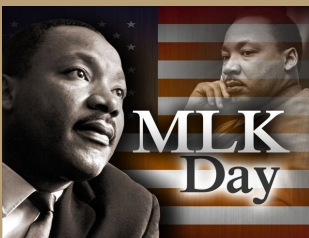
### January 17th-28th

Schedule Changes Ends  
at 3pm on 28th



### January 19th

Martin Luther King, Jr.  
Day  
University is Closed



### January 20th

First Day of Classes



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](http://www.marketing.mccoy.txstate.edu).

## National Collegiate Sales Team (NCSC)

The National Collegiate Sales Team (NCSC) members have been selected and will begin practice sessions next week for the 17th Annual National Collegiate Sales Competition. The members of the graduate team are: Seth Bleiler, Chelsea Watkins, and Nick Jones. The members of the undergraduate team are: Alex Krohn, William Beechinor, and Craig Italiano. The competition is held at Kennesaw State University in Kennesaw, Georgia.

We wish them well with their practice sessions and the competition in April!



# 17th National Collegiate Sales Competition

## April 7 - 10, 2015

## AMA News

As the American Marketing Association gears up for the Spring 2015 semester, they have many events coming up in the months of January & February. Please mark your calendars and join AMA in the events below.

### **Wednesday, January 28th**

Adrianna Cruz of the Greater San Marcos Partnership will be speaking about marketing San Marcos.

### **Wednesday, February 4th**

There will be a members-only workshop.

### **Friday, February 6th**

Join us for the spring regional conference, and all-day event. It's a great opportunity to network with professionals and learn more about Marketing.

### **Monday, February 9th— Friday, February 13th**

Sales Week

For more information about joining AMA:

Contact: Danielle Word, VP of Membership, at [ndw1@txstate.edu](mailto:ndw1@txstate.edu).

Applications are available in the Marketing Dept. Office (McCoy Hall 424) and at AMA meetings.

[www.txstateama.com](http://www.txstateama.com)

## McCoy College Undergraduate Scholarships

Are you interested in applying for an Undergraduate Scholarship?? If so, click on the link below and be sure to read the FAQs link & the instructions before downloading the application. Enter your information online and then print the form.

Please turn in the application to the Dean's Office in room 530 of McCoy Hall.

Access Website Here: <http://www.mccoy.txstate.edu/Undergraduate/scholarships.htm>

**Application Deadline: February 2, 2015**

If you have questions, you can email or call our departmental representative, Dr. Karen Smith at [karen.smith@txstate.edu](mailto:karen.smith@txstate.edu) or 512-245-3192. Her office is McCoy 422.

## **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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Editor, Cheryl T. Perez

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