

MARKETING MEMOS

DECEMBER 2011

DEPARTMENT OF MARKETING
McCoy College of Business Administration

TEXAS  STATE
UNIVERSITY
SAN MARCOS
The rising STAR of Texas™



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. ***Happy Holidays!***

IMPORTANT DATES

December 5, Monday
Last Day of Classes!

December 7-14
Final Exams

GOOD LUCK ON YOUR FINALS!



December 17, Saturday
McCoy College of Business Administration
Graduation Commencement
Strahan Coliseum, 10:00 a.m.

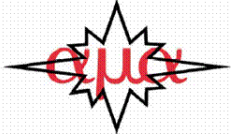
December 19, Monday
Grades Available

**CONGRATULATIONS AND BEST WISHES
TO ALL GRADUATING SENIORS!**



January 5-12
Late Registration for Spring 2012 Semester

ALPHA MU ALPHA



Congratulations to the following marketing students who were inducted on November 17, 2011 into Alpha Mu Alpha, the national marketing honorary society. To be invited to join Alpha Mu Alpha, marketing majors are required to have 90+ credit hours and be in the top 15% of their class with respect to GPA. Congratulations to all new members!

Blair Allen	Brittney Honkomp
Homero Arellano	Lakeisha Houston
Daryl Barbee	Alisa Rae Kendall
Lauren Batchelder	Duy Le
Adrian Bennett	Stephanie Ledesma
Scott Bensen	Heather Lee Lowery
Brittany Nicole Berg	Jessica Kate Maupin
Rory Thomas Burbeck	Michelle R. McCaskill
Amanda Dickinson	Samuel L. McGrath
Chelsea Dye	Aimee L. Ryals
Amanda Erler	Sasha Sandoval
Amber Nicole Ewart	Faunah L. Schneider
Serena Faruolo	Greg W. Souquette
Ashley Fitzpatrick	Tyler Steele
Samantha M. Furry	Michael D. Tucker
Nathan P. Gieber	Nicole E. Vanderburg
Nivek Akosua Gorman	Michelle Whitten
Zachary Goss	Jessica Williams
Melissa Granados	

MARKETING INTERNSHIP PROGRAM

Tuesday, December 6th
McCoy Hall 126

The information session starts at 3:30 p.m.
Presentations start at 4:00 p.m.

Internship Information

If you are interested in participating in an internship for course credit, the following link will guide you to the internship website for more information – <http://mgt.mccoy.txstate.edu/internships.html>. There you will need to click on the internship inquiry link, fill out the form and submit it to indicate your interest in the internship program. Internships must be approved by **Mrs. Judy Dietert** unless the company is listed on the internship posting website. Please submit a detailed job description on company letter for approval. Contact **Mrs. Dietert** for more information at jd13@txstate.edu.

Internship Presentations

Students and interns please join us on December 6th to hear current fall 2011 interns share their knowledge, insights, and experiences gained during the course of their internships. We have talented individuals ready to share with you the benefits of an internship. **Mrs. Dietert** will be there to answer any questions or concerns that you may have about internships.

SCHOLARSHIP OPPORTUNITY



AWM AUSTIN CHAPTER 2011-2012 SCHOLARSHIP APPLICATION

I. QUALIFICATIONS

- The 2011-2012 AWM Austin Chapter Scholarship is open to those who:
 - Have completed 75+ hours of college course work by December 2011
 - Have an overall GPA of 3.25 or higher or a 3.0 or higher in declared major courses (on a 4.0 scale)
 - Are currently enrolled as a full-time student (carrying a minimum of 12 hours per semester), with a declared major in radio, television, film, public relations, advertising, communications or broadcasting

II. GENERAL INSTRUCTIONS

- Attach an official, signed transcript for all college work attempted
- Include at least two letters of reference:
 - One Educational (e.g. from a college professor)
 - One Personal (e.g. from an employer, friend, relative)
- Sign the application
- Submit the application **NO LATER THAN 3/09/12**—winner to be announced by 3/19/11—to:
AWM Austin Scholarship Application
PO Box 2684
Austin, TX 78768
- Scholarship winner will be invited to attend The Trailblazer Awards Gala on April 12, 2011

Submissions for the 2011-2012 AWM College Scholarship are currently underway. As a benefit of membership any AWM member's child (male or female) who meets the following requirements is encouraged to apply. Membership in AWM is not a requirement for application. The \$1000 scholarship is to be used for either undergraduate or graduate tuition and will be administered by the respective Financial Aid Office of the recipient. For an application or more information contact AWM at info@awmaustin.org.

Christine Billingsley, Editor
cbillingsley@txstate.edu

Texas State University-San Marcos is a member of the Texas State University System.