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.

**IMPORTANT DATES**

**May 5-12**  
Spring Final Exams

**May 7, Friday**  
Mini/Summer I Registration Payment  
Deadline (ends at 5:00 p.m.)

**May 14, Friday**  
Mini Late Registration/Schedule Changes  
Payment Deadline for Mini Late Registration

**May 15, Saturday**  
McCoy College of Business  
Spring Graduation Ceremony  
10 a.m., Strahan Coliseum

**May 17, Monday**  
Spring Grades Available at Noon  
First Day of Mini Classes

**May 28-June 18**  
Diploma Pick-Up

**May 31, Monday**  
Happy Memorial Day!  
(Classes do not meet.)

The Texas State American Advertising Federation (AAF) team won first place in district competition held on April 15th in Amarillo, Texas. District 10 consists of universities from the states of Texas, Oklahoma, Arkansas, and Louisiana. The team of 20 students advances to national competition in Orlando, Florida on June 10-12 where they will compete with 17 other district winners from across the country. Judges commented that Texas State truly understood the client/brand, had done the research to prove they did, and executed a strong strategy based on that research. The presenters were Dan Wehmeier, Marissa Deslatte, Julie Korzekwa, Gabe Carrillo, and Ben Wirtz. This marks the 12th time Texas State has advanced to nationals since 1990, winning two national championships and placing in the top four an additional seven times. The AAF team is a multi-disciplinary team with marketing majors, advertising majors, public relations majors and communication design majors. Faculty
Texas State AMA Excels at 32nd Annual AMA International Collegiate Conference

The Texas State Chapter of the American Marketing Association attended the 32nd AMA International Collegiate Conference in New Orleans, Louisiana on April 8-11, 2010. The Texas State AMA chapter received many accolades during the conference. This year in the awards competition Texas State was recognized as a Superior Chapter based on the submitted chapter plan and annual report. This honor acknowledges Texas State as tied for second place internationally. Texas State AMA received 2nd place in the Collegiate Case Competition. Andrew Duffy, Samantha Spillman, Rebecca Schulz, Brittaney Korus, Matt Bridger, Kelly Wyatt, Ryan Loosier, Mary Paniagua, and Felicia Bedgood were a part of the Case Team. Texas State AMA received 3rd place in the website competition (www.business.txstate.edu/ama). The Texas State AMA chapter received 1st and 3rd place in AMASavesLives video competition. They also received honorable mention in both the UNICEF video competition and in the UNICEF Fundraiser Competition. The Texas State AMA was recognized for having the 2nd place winner, Andrew Holiday, and the nine other semi-finalists in the 30 Minutes with an Entrepreneurial Hero Competition. Texas State AMA’s President, Matt Bridger was a presenter in the session on “How to be an Effective Ambassador.” The Texas State chapter was represented by VP of Community Service, Jaci Johnson at the “Community Service Grant Tips” session to teach other chapters on how to get a grant. Also, VP of Fundraising, Cress Terrell was a presenter at the “Fundraising Tips Session.” Faculty advisors are Dr. Mary Ann Stutts, Professor of Marketing in the McCoy College of Business Administration and Dr. Alexander Muk, Assistant Professor of Advertising in the School of Journalism and Mass Communication.

Gail Zank, Associate Professor of Marketing and Dr. Jeremy Sierra, Assistant Professor of Marketing. (Article submitted by Alyssa Douglass, VP of Public Relations, AMA.)

Texas State SIFE Team Named Regional Champion and Top Competition Finalist

The Texas State Students in Free Enterprise (SIFE) team was named a Regional Champion and national finalist in four topic competitions at the SIFE USA Regional Competition held in Dallas, Texas on March 30, 2010. Texas State SIFE has been named a regional champion every year since 1996-97. In 2008, they were a Final Four team, and in 2009, they were an Elite Eight team, after having served as the International Champion in 2000. The four winning projects involve different constituencies and address different areas of creating economic opportunity. The project entitled Gear Up For Greening stressed the importance of proper disposal of hazardous substances and using resources wisely. “Think before clicking ‘Send’” was a new on-line ethical project complimenting the popular Eddie series for children, young adults, and senior executives. It dealt with the importance of ethical behavior and the impact on people and organizations. Operation Build A Future: Mexico was the continuation of a very successful entrepreneurial initiative that resulted in the building of a convenience store in Kilometer 33 south of El Paso, Texas. Operation Build A Future: Africa is a new project which built a road and a building called a Piggery to serve as a food source for local Uganda restaurants. Texas State SIFE will advance to the USA national competition where the overall winner and topic competition winners will be announced at the 2010 SIFE USA National Exposition in Minneapolis, Minnesota, May 11-13. The faculty advisor is Mrs. Vicki West, Senior Lecturer of Marketing.

Christine Billingsley, Editor, cbillingsley@txstate.edu

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