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.

**IMPORTANT DATES**

*September 2, Wednesday*
American Marketing Association Informational Meeting
Speakers: Dean Denise Smart and Dr. Raymond Fisk
LBJ Student Center 3-14.1, 5:30 p.m.

*September 7, Monday*
Labor Day – Classes do not meet!

*September 11, Friday*
Last Day to Drop with 100% Refund

**ALPHA MU ALPHA**

The Department of Marketing would like to announce the fall 2009 initiation of Alpha Mu Alpha, the national marketing honorary society recognizing and rewarding scholastic achievement among marketing students. 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. *Watch for your invitation to join!*

**STUDENT SPOTLIGHT**

On Friday, July 31, 2009, **Brice Loving** was awarded Intern of the Year with Enterprise Rent-A-Car and a $1,500 scholarship for ranking 1st out of all Dallas-Ft. Worth interns. The award is based solely on performance measured interns in areas such as customer service, sales, corporate referrals, and marketing. Brice is a marketing senior at Texas State and wishes to pursue a leadership development program in a large corporation after graduation. Congratulations, Brice!
FOCUS ON FACULTY

Before Dr. Jeremy Sierra joined the marketing faculty at Texas State in 2007, he taught at Northern Arizona University, where he was the recipient of an Outstanding Professor Award in the W. A. Franke College of Business given to him by the Students in Greek Life. He earned his M.B.A. and Ph.D. from New Mexico State University and his B.S. in Hotel & Restaurant Management from California State Polytechnic University, Pomona. At Texas State, Dr. Sierra teaches Consumer Behavior, Marketing Research, Retailing, Services Marketing, and Sports Marketing. He was recently a recipient of the 2008–2009 Emmett & Miriam McCoy College of Business Administration Advisory Board Teaching Excellence Award. Dr. Sierra’s most recent research explores how emotions, opinions, and beliefs influence collegiate and professional football consumption for loved and loathed teams, as well as examining the longitudinal effect of consumer racial profiling in retail environments on retail brand image. Dr. Sierra has forthcoming research in the Journal of Current Issues and Research in Advertising (looking at ethnic identity in advertising) and Journal of Marketing Education (looking at shared responsibility in student learning). Additionally, Dr. Sierra and a coauthor are writing a marketing research book slated to hit bookstore shelves in March 2010.

FACULTY AWARDS

Dr. Mary Ann Stutts received recognition from the American Advertising Federation (AAF) as the 2009 AAF Distinguished Advertising Educator and the 2009 Silver Medal Award winner of the San Antonio AAF Chapter. Dr. Stutts was also profiled in the Austin Business Journal in the Aug. 7-13, 2009 edition.

Awards given to marketing professors at the McCoy College fall faculty meeting were as follows:

Dr. Taewon Suh received tenure and was promoted to Associate Professor. Dr. Suh was also a Scholarly/Creative Excellence Award Runner-Up.

Ms. Vicki West received a 20-Years of Service Award.

Dr. Jeremy Sierra received the McCoy College Advisory Board Teaching Excellence Award.

Congratulations, Marketing Faculty!

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. Gail Zank - gz10@txstate.edu
Dr. Jeremy Sierra – js204@txstate.edu

American Advertising Federation (AAF)
Dr. Mary Ann Stutts - ms04@txstate.edu

Students In Free Enterprise (SIFE)
Mrs. Vicki West - vw03@txstate.edu

For more information about the Department of Marketing, visit our webpage at marketing.mccoy.txstate.edu. If you have information you would like published in “Marketing Memos,” please e-mail us at marketing@txstate.edu.

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