

MARKETING MEMOS

JANUARY 2012

DEPARTMENT OF MARKETING
McCoy College of Business Administration

TEXAS  STATE
UNIVERSITY
SAN MARCOS
The rising STAR of Texas™

HAPPY NEW YEAR

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.

Welcome Back, Marketing Majors!

IMPORTANT DATES

January 5-12, Thursday-Thursday

Late Registration and Schedule Changes
(end at 3:00 p.m. on Jan. 12th)

January 5-12, Thursday-Thursday

Payment for Late Registration
(ends at 6:00 p.m. on Jan. 12th)

January 16, Monday

Martin Luther King Holiday

January 17, Tuesday

First Day of Classes for Spring 2012

January 17-20

Schedule Changes (ends at 3:00 p.m. on 20th)

MLK CELEBRATION



On Tuesday, January 17th, Texas State is sponsoring the 27th Annual **Martin Luther King, Jr.** Commemoration Celebration. The MLK Celebration will consist of a march through the Quad, starting at Old Main at 6:15 p.m., a reenactment of King's "I have a Dream" speech and a celebration program. T-shirts, candles and picket signs will be distributed to marchers who arrive early. For more information, contact **Darius Jones** at dj1102@txstate.edu.

AMERICAN MARKETING ASSOCIATION

The Texas State American Marketing Association (AMA) Chapter will host an Informational Meeting on Wednesday, January 25th at 5:30 p.m. in LBJSC 3-14.1. **Dr. Denise Smart**, Dean of the McCoy College of Business Administration, will be speaking. This is a great opportunity to network and meet fellow students. AMA is open to all majors. Business casual attire is recommended for the meetings. Refreshments will be available at 5:15 p.m. AMA meetings are bi-weekly. Visit their website at www.business.txstate.edu/ama to learn more about the award winning Texas State AMA Chapter.

SPRING GRADUATION



If you plan on graduating this spring, **graduation applications are due on Friday, February 10, 2012**. You can apply for graduation on-line through the Self Service Menu (SSB) of the new Student Information System. Log in and select the Student tab, select Student Records, and select Apply to Graduate. The application consists of two parts and you will be required to log in to the second part of the application. Be sure to complete both parts of the application. If you are unable to access the application, contact the advising center at 512-245-1993. The advising staff will correspond with you via your Texas State email address regarding your application and graduation.

SCHOLARSHIP APPLICATIONS ARE HERE!



Scholarship applications are now available on-line! For information and forms, go to <http://www.mccoy.txstate.edu/Undergraduate/scholarships.html>. All business majors who will graduate in December 2012 or later are eligible for McCoy College scholarships ranging from \$500 to \$5,000. **The application deadline is February 15, 2012**. Please turn in your completed application packets to the Department of Marketing in 424 McCoy Hall. The Departmental Scholarship Committees and the McCoy College of Business Administration Scholarship Committee will be making their decisions in early March. Scholarship recipients will be notified by mail and must attend the Awards Day ceremony on April 20, 2012.



LATE REGISTRATION FOR SPRING CLASSES
starts this Thursday, January 5th and ends at 3:00 p.m. on January 12th.
The first day of spring classes is Tuesday, January 17th.

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