

MARKETING MEMOS

MARCH 2012

DEPARTMENT OF MARKETING
McCoy College of Business Administration



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

March 9, Friday

Graduation Application Deadline

March 11-18

Spring Break!

March 22, Thursday

Automatic "W" Deadline

Last Day to Drop a Class

(both end at 5:00 p.m.)

March 26 – April 5

Registration for Summer I and II 2012

VOLUNTEER INCOME TAX ASSISTANCE CLINIC

Accounting students in the McCoy College of Business Administration are providing free tax preparation services to the Texas State University community and to San Marcos residents through the Volunteer Income Tax Assistance (VITA) Clinic. This program is coordinated through the IRS and offers free tax preparation services and e-filing for individuals who earned less than \$50,000 in 2011. To have your taxes prepared, please visit McCoy Hall room 125 on Tuesdays from 4:00 p.m. - 8:00 p.m. or on Thursdays from 6:30 p.m. - 8:00 p.m. through March 29, 2012 (excluding Spring Break), and bring the following applicable items with you: proof of identity (such as driver's license); Social Security Card (copy or original); W-2, 1099, 1098, etc.; and any additional documentation required to prepare your taxes.

BETA GAMMA SIGMA

Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International (Association to Advance Collegiate Schools of Business). Congratulations to the following Marketing students who have been invited to join Beta Gamma Sigma:

Lara	Denney
Veronica	Fabian
Mykayla	Goodwin
Rebecca	Rogers
Daryl	Barbee
Brittany	Berg
Maryellen	Egan
Amanda	Erler
Ashley	Fitzpatrick
Nivek	Gorman
Lakeisha	Houston
Sarah	Mckinley
Kirk	Petrash
Faunah	Schneider
Anastasiya	Travina
Kelby	Wenger

AMERICAN MARKETING ASSOCIATION



March 7, Wednesday

AMA MEETING

Speaker: Mike Litchford and Debra Dumas from Dillard's will speak on special event marketing such as campaigns and promotions.

Location: In LBJSC 3-14.1 at 5:30 p.m.

March 20, Tuesday

AMA SOCIAL MEDIA WORKSHOP

Speaker: Amanda McGukin-Hager from Solar Winds will discuss how to use websites like Twitter, Facebook and LinkedIn as a competitive advantage.

Location: McCoy Hall 225, 5:00 p.m.

MONDAYS IN MARCH

AMA is selling Texas State t-shirts every Monday (except holidays) in the LBJ Mall from 9:00 a.m. to 2:00 p.m. Shirts will be sold for \$10 in maroon and in white, sizes small to extra-large!

SUMMER MARKETING CLASSES

Summer Registration Starts March 26 - Register early, classes fill fast!

Summer I 2012

MKT 3343 – Principles of Marketing

10:00-11:40 a.m. - M-F - MCOY 243 - Jillapalli

6:00-10:30 p.m. - T/R - RRHEC - Jillapalli

MKT 3370 – Marketing Research

12:00-1:40 p.m. - M-F - MCOY 337 – Zank

MKT 3380 – Sports Marketing

6:00-10:30 – M/W – MCOY 224 – Sierra

MKT 3385 – Ethnic & Niche Marketing

10:00-11:40 p.m. - M-F - MCOY 337 - Becerra

MKT 4310 – International Marketing

2:00-3:40 p.m. - M-F - MCOY 337 - Becerra

MKT 4330 – Promotional Strategy

2:00-3:40 p.m. - M-F - MCOY 243 - Stutts

MKT 4337 – Marketing Management

12:00-1:40 p.m. - M-F - MCOY 335 – Badrinarayanan

MKT 4397 – Directed Study in Marketing

Contact Ms. West at vw03@txstate.edu

MKT 4399 – Marketing Internship

Contact Ms. Dietert at jd13@txstate.edu

Summer II 2011

MKT 3350 – Consumer Behavior

12:00-1:40 p.m. - M-F - MCOY 243 - Smith

2:00-3:40 p.m. - M-F - MCOY 243 - Smith

MKT 3358 – Professional Selling

10:00-11:40 a.m. - M-F - MCOY 335 - West

12:00-1:40 p.m. - M-F - MCOY 335 - West

MKT 4330 – Promotional Strategy

10:00-11:40 a.m. - M-F - MCOY 337 – Suh

2:00-3:40 p.m. – M-F – MCOY 337 - Suh

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