



# Department of Marketing Newsletter

December 2024

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# INFORMATION SESSIONS

Want more information?  
VISIT: [marketing.mccoy.txstate.edu](http://marketing.mccoy.txstate.edu)

## Speaker

Program  
Coordinator

**DR. GAIL ZANK**



## MASTER OF SCIENCE IN MARKETING RESEARCH AND ANALYSIS

**TUESDAY, DEC 17  
12:00 – 1:00PM CST**



**<https://bit.ly/3VkwFOH>**



# Research Spotlight

## Engagement at Conferences

*Society for Marketing Advances Conference in Tampa, FL. (November 2024).*

Dr. Holly Syrdal presented a paper at the conference and co-hosted the *Journal of Marketing Theory and Practice* Research Symposium that was held in conjunction with a special issue that she is co-editing. Dr. Syrdal and co-authors were also recognized at the Conference Awards Luncheon as first runners up for the *Journal of Marketing Theory and Practice* 2024 Best Paper Award for their article:

Myers, Susan, Sandipan Sen, Holly Syrdal, and Parker Woodroof. "The impact of Persuasion knowledge cues on social media engagement: a look at pet influencer marketing." *Journal of Marketing Theory and Practice* 32, no. 1 (2024): 43-60.

## Invited Research Presentations

Dr. Linda Alkire was invited by the Universidad de los Andes in Bogotá, Colombia, to spend a week collaborating with researchers and PhD students, focusing on advancing socially impactful research in Latin America. During her visit, she delivered workshops and presentations on topics: "Conducting Research with Social Impact," "Well-Being Focused Service Research," and "How to Publish in Service Journals." She also met with senior university administrators to discuss further collaboration opportunities between our institutions.

*Spotlight on Vicki West*

# Happy Days and Thank You, Go Bobcats!



It has been my great pleasure to complete 35 years at Texas State this December. Here are some notable highlights that made for “Happy Days.”

- Working with hard working undergraduate students who loved learning
- Working with graduate students who were bright, engaged, and hard working
- Working with loyal colleagues who lent a helping hand when needed
- Working with sales faculty to build a world class Center for Professional Sales
- Working with engaged department chairs who provided assistance and encouragement
- Working with deans who gave you a chance to add value to the college
- Working with university presidents who appreciated and rewarded your work

**For more details, view my Faculty Profile at:**

**<https://faculty.txst.edu/profile/520734>**

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# Over The Years



**"Thank you to each and every one of the above people.  
It takes a team effort to produce results."**

*-Vicki West, Professor of Instruction*





## The Marketing Department Participates at Bobcat Day

From left to right, a photo of Hailey Hesseltnine (AMA member), Tori West (Sales Center Ambassador), Bella Haltom (McCoy Ambassador), and Valery Rojas (McCoy Ambassador).

Thank you to those who volunteered at Bobcat Day! It was a great experience for future Bobcats to hear about the opportunities at Texas State.

## Important Dates

- [McCoy College of Business Scholarships](#) applications for the 2025-2026 academic year are **open** from November 1, 2024 - February 1, 2025
- Fall 2024 Commencement: December 13



# AMA Wraps Up Their Fall Semester



From left to right, a photo of Tin Le (Vice President), Max Garza, Karla Amaro (President), Ana Valdes (Vice President), and fellow AMA members

As the semester draws to a close, the American Marketing Association had the privilege partnering with the Data Analytics Club for a Social Media Analytics workshop. During the session, Max Garza, President of the Data Analytics Club, had the opportunity to talk about the importance of combining data analytics with marketing. While understanding some common metrics, AMA members gained valuable knowledge in learning what social media analytics can do for marketers as well as exploring various career options aligned with both fields.

To strengthen our community spirit, AMA members came together for a festive, heartwarming friendsgiving potluck. Delicious food was shared as we bonded over our favorite dishes. In addition, the AMA Case Team solidifying preparations for the Adobe Case Competition, an exciting challenge that allows the members to develop and showcase innovative marketing strategies. From brainstorming, conducting research, and refining our approach, these sessions have not only built teamwork and critical thinking skills to the Case Team members but also provided hands-on experience that benefit them in their future careers.

To spread some holiday cheer, AMA hosted a Hot Cocoa & Movie Night at the the Local Clubhouse on December 3rd! In the spirit of giving, AMA organized a volunteer event where Christmas gifts will be wrapped for families in need within the San Marcos community.

Texas State AMA would like to thank the officer team and members of the organization for giving the fall semester an AMAzing turnout. Without their involvement and dedication, AMA's goals and achievements would not be possible. AMA looks forward to what next semester brings as the members continue to represent Texas State AMA with creativity and professionalism.



From left to right, a photo of Max Garza, Karla Amara (Vice President), Ana Valdes (Vice President), and Tin Le (Vice President)

Texas State University

# The Center for Professional Sales

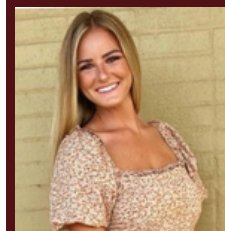
## Sales Students/Alumni *Highlight*



**GUILLERMO OLVERA**



Promoted to Account Executive  
at UPS in the Greater Houston Area



**VICTORIA TOWNSEND**



Promoted to  
Outside Sales at United Rentals



**BRYSON MOORE**



New Position as a  
Pre Field Rep at Caterpillar Inc.



**AUSTIN WHEELER**



Promoted to  
Account Executive at Gartner

The Center for Professional Sales in the McCoy College of Business at Texas State University is a fully accredited Sales Center by the University Sales Center Alliance.

For more information, contact Mr. Derrek Schartz - [sve21@txstate.edu](mailto:sve21@txstate.edu)



Texas State University

# The Center for Professional Sales

## Sales Recognition Dinner



From left to right Dr. Aditya Gupta, Vicki West, Department Chair Dr. Anna Turri, and Derrek Schartz



A group photo of all Professional Sales students at Palmers restaurant.

Congratulations to the Professional Sales students on their upcoming graduation and on earning their Sales Certification.

## Center for Professional Sales - Interview Express



From left to right Derrek Schartz (Coach) Aditya Gupta Britney Blood, Kyle Kitagawa, Samantha Mateja, Nick Szabo, Taylor Lack, Jake Reed, and Molly Akers



# Continued Success for the Department

We appreciate any gift you can give to ensure that the Department of Marketing can continue to offer exciting opportunities to students and faculty. Your donations are important and provide support for student organizations, student competitions, and faculty development resources.

## Donation Opportunities

Donate directly to the Department of Marketing: Your gift, regardless of size, makes an immense difference. We thank you for your support. **DONATE TODAY.**

Donate directly to the McCoy College Career Closet: Dr. Anna Turri teamed up with Dr. Terrance McClain in the Student Success Center to create a McCoy College Career Closet that will help students have access to professional attire. Your donations will help purchase professional business attire to be used in the closet. We thank you for supporting our students. **DONATE TODAY.**

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