



# Department of Marketing Newsletter

February 2025

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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

**THURSDAY, FEB 13  
5:00 – 6:00PM CST**



<https://tinyurl.com/56m9zdzt>

**FRIDAY, FEB 28  
12:00 – 1:00PM CST**



<https://tinyurl.com/mrxj5jpk>

via Zoom

# Research Spotlight

## Peer-reviewed Journal Article

Gallan, A. S., **Alkire, L.**, Teixeira, J. G., Heinonen, K., & **Fisk, R. P.** (2025). Biomimicry for sustainability: Upframing service ecosystems. *AMS Review*, in print. <https://doi.org/10.1007/s13162-024-00296-4>

## Leadership & Engagement

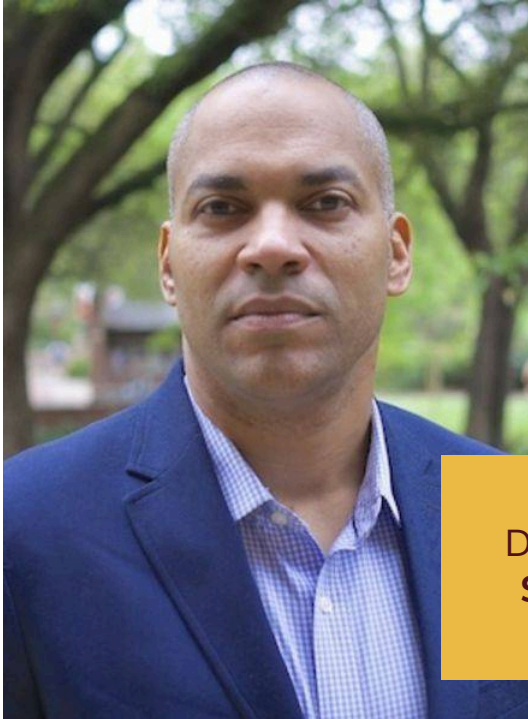
Dr. Linda Alkire delivered a keynote address at the *Let's Talk About Service* Conference in Maastricht, The Netherlands, in December 2024.

Dr. Linda Alkire participated as a panel member in the "Meet the Editor" session at the *Let's Talk About Service* Conference in Maastricht, The Netherlands, in December 2024.

## Invited Research Talks

In December 2024, Dr. Linda Alkire was invited by Mälardalen University, Sweden, for a week-long research collaboration. During her visit, she delivered to the faculty and graduate students a research talk titled "*Transformative Service Research: Advancing Well-being and Driving Social Impact.*" Dr. Alkire also collaborated with her co-authors on a joint research project and participated in a high-level practitioner research meeting in Stockholm. This meeting involved AMF, Humlegården Fastigheter AB, and Stenvalvet—three of Sweden's largest and most influential real estate companies—bridging academic insights with practical applications.

# Celebrating Success: Awards & Promotions



Dr. Sidney "Skip" Anderson

Congratulations to  
Dr. Sidney "Skip" Anderson for receiving the  
**Scott Emerson Professorship in Business  
Administration**



Dr. Nancy Sirianni

Congratulations to  
Dr. Nancy Sirianni for receiving the  
**Steven R. "Steve" Gregg, Sr., Excellence  
Professorship Fellow Award**

# Celebrating Success: The Center for Professional Sales



Congratulations to Dr. Linda Alkire on her appointment as the Director of the Center for Professional Sales, carrying forward the exceptional legacy of Mrs. Vicki West. This prestigious role is accompanied by the distinguished Vicki L. West Excellence Endowed Professorship, which includes an annual salary supplement and a dedicated research budget to support Dr. Alkire's scholarly advancement and excellence. As the inaugural recipient of this esteemed professorship, Dr. Alkire is uniquely positioned to lead the Center to new heights. We extend our heartfelt congratulations to Dr. Alkire for these outstanding achievements and look forward to the continued growth and success of the Center for Professional Sales under her leadership!

Dr. Linda Alkire and Mrs. Vicki West

Congratulations to Dr. Derrek Schartz  
on obtaining his  
**Doctorate of Business Administration  
(DBA)**



Dr. Derrek Schartz

# Does Advertising Work?

## Just Did!

The frequently found headline on billboards around the country is representative of and inspires Dr. Rick T. Wilson's research and teaching interests within Texas State's Marketing Department.

Professor Wilson teaches advertising strategy and researches out-of-home advertising, which includes billboards, ads on buses and taxis, advertising found within airports, cinemas, elevators, shopping malls, and gas stations, and other similar forms of advertising found outside the home.



Dr. Rick Wilson

In explaining his passion for advertising, Dr. Wilson said, "I think the 'Does Advertising Work?' billboard is brilliant. The message is simple, but powerful. For anyone who has seen it, it conclusively addresses concerns whether anyone actually sees billboards driving down the interstate at 70 miles per hour."

Dr. Wilson explains that attention to an out-of-home ad is just the first but necessary step for consumers to subsequently remember the brand, change attitudes, or purchase the product.

"Perhaps the more interesting perspective for this billboard is that it even exists at all," Dr. Wilson said. "It's only because not all billboard space is sold that the billboard owners were forced to fill the space with some message. It's as if brand managers don't always recognize the value of out-of-home advertising."

Dr. Wilson continues, "Thinking about this billboard from a different perspective – it's simply brilliant that billboard owners have found a creative way to state the obvious and encourage brands to replace the 'Does Advertising Work?' ad with an ad of their own. If the 'filler ads' do their job well, their time on the billboard should be limited."

It's this passion for advertising that drives Dr. Wilson's classroom teaching and his scholarly research.



"Does Advertising Work? Just Did!" billboard.

Since arriving Texas State in 2014, Dr. Wilson has principally taught Promotional Strategy (MKT 4330), but he also teaches the fall research strategy course supporting the American Advertising Federation's National Student Advertising Competition. His small class of 10 students, who represent some of the most talented marketing students at McCoy, continually help the University place nationally in the competition. In the past four years, Texas State has twice placed second in the nation. Dr. Wilson has twice taught in McCoy's Study Abroad program in Barcelona.

With respect to his research, Dr. Wilson has been recognized as the most prolific out-of-home advertising author in academia, and his research has been published in the top scholarly journals including the Journal of Advertising and the Journal of Advertising Research. He also publishes research in advertising creativity and place branding where he applies advertising strategy to help nations, states, and cities attract business investment, tourists, and residents.

Before entering academia, Dr. Wilson worked for more than 10 years as a product development manager within the telecommunications industry for companies like AT&T, Verizon, and Vodafone. He was also part of the marketing team bringing Vodafone mobile service to Hungary in 1999. Outside advertising, Dr. Wilson enjoys traveling and family history, where in the latter, he offers research advice to other genealogists through his blog at MyFamilyPattern.com.

# The Center for Professional Sales

## Sales Students/Alumni *Highlight*



**DANIEL CHAVEZ**



Promoted to  
Assistant Manager



**ERIKA REICH**



Promoted to  
Sales Development  
Representative



**VICTORIA  
TOWNSEND**



Promoted to  
Outside Sales  
Representative



**ELEONOR PRUITT**



Promoted to  
GCI Sales Representative

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 Dr. Derrek Schartz - [sve21@txstate.edu](mailto:sve21@txstate.edu)



Texas State University

# The Center for Professional Sales

## National Collegiate Sales Competition

The Marketing Department wishes the National Collegiate Sales Competition (NCSC) team the best of luck as they prepare for their March competition.



*Remi Whitley*  
*Speed Selling*



*Thomas Babiak*  
*Role Play*



*Alyssa Campbell*  
*Role Play*



*Samantha Mateja*  
*Speed Selling*



*Avery Hernandez*  
*Speed Selling*



*Molly Akers*  
*Assistant Coach*



*Dr. Derrek Schartz*  
*Coach*



# 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

We have two new scholarships that we are in the process of funding. Please consider giving to either one of these scholarships:

- [McCoy College Marketing Department Advisory Board Scholarship](#)
- [A Wayne Noll Sales Excellence Scholarship](#)

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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