



# Department of Marketing Newsletter

April 2025

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# MASTER OF SCIENCE IN MARKETING RESEARCH & ANALYSIS

## Information Sessions

Interested in pursuing a graduate degree  
in marketing analytics?

Dr. Gail Zank will be hosting a information session in which you can learn more  
about our **Master of Science in Marketing Research and Analysis** program.



THURSDAY, APRIL 24  
5:00 - 6:00PM CDT



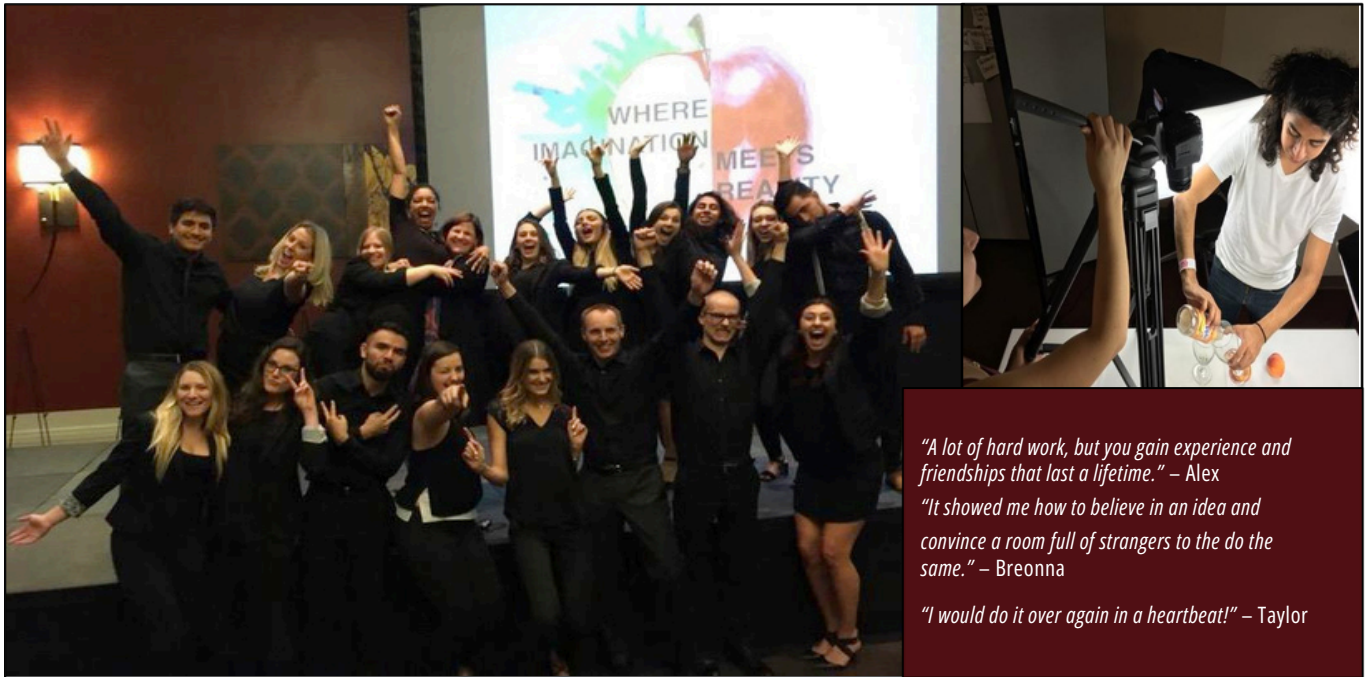
FRIDAY, APRIL 25  
10:00AM - 11:00AM CDT



Learn more about the MSMRA program & how to apply!

For more information: [marketing.mccoy.txst.edu](https://marketing.mccoy.txst.edu)

# ADVERTISING CASE COMPETITION CLASS: REGISTER FOR FALL



*"A lot of hard work, but you gain experience and friendships that last a lifetime." – Alex*

*"It showed me how to believe in an idea and convince a room full of strangers to do the same." – Breonna*

*"I would do it over again in a heartbeat!" – Taylor*

## MKT-4397

Directed Study in  
Marketing

**Tue/Thur (Fall 2025)**

**11:00 a.m. to 12:20 p.m.**

### Seats are Limited

Inquire about the class today! Instructor approval required. You must speak with the instructor.

### 3 or 6 Credits

Participate in the Fall class, decide later about continuing into the Spring. Earn marketing elective or advanced business course credit.

### Class Prerequisites

MKT 3343 required. MKT 4330 and MKT 3370 recommended, but not required.



## WORK WITH TOP CONSUMER BRANDS, ADD ADVANCED SKILLS TO YOUR RESUME

### Earn Advanced business or marketing elective credit

This is your opportunity to build your resume, master the marketing skills companies want, and earn marketing elective course credit!

- Conduct **consumer research**, including focus groups, online surveys, and cutting-edge research techniques such as user experience testing for websites.
- Create ad and social media **campaigns**.
- Develop campaign **metrics**.
- Work with **major brands**, such as Adobe, Snapple, Tide, and many more!

### How The Class Works

You'll work with a handful of the brightest Texas State students from the College of Business Administration and other colleges. We work around a conference table where ideas are easily exchanged. You'll get to know the professor and fellow classmates on a more personal and professional level.

We work as a team to develop our advertising campaign for the case sponsor.

### Fall 2025 Semester

We conduct primary and secondary research to discover consumer insights about the brand. We identify relevant target markets, define the brand's positioning strategy, and author the creative brief, which is the document used in the Spring to develop the ad campaign.

### Spring 2026 Semester

If you wish to continue into the spring, we turn the creative brief into an actionable campaign and present it to the client and advertising professionals.

The client and advertising case used in the class is sponsored by the American Advertising Federation's (AAF) National Student Advertising Competition (NSAC).

FOR MORE INFORMATION, PLEASE CONTACT  
DR. RICK T. WILSON

Professor of Marketing  
McCoy College of Business Administration

### EMAIL

[rick.t.wilson@txstate.edu](mailto:rick.t.wilson@txstate.edu)

### FIND OUT MORE

Visit [aaf.org](http://aaf.org) to learn more about the competition.

# Research Spotlight

## Peer-reviewed Journal Article

Dr. Linda Alkire and co-authors' article, "*Rethinking Service Systems and Public Policy: A Transformative Refugee Service Experience Framework*," has been named a **finalist for the 2025 Thomas C. Kinnear / Journal of Public Policy & Marketing Award**. This prestigious award recognizes the article that has made the most significant contribution to the understanding of marketing and public policy issues within the past three years.

## Dr. Linda Alkire Named Co-Editor-in-Chief of the Journal of Service Management

We are happy to announce that Dr. Linda Alkire has been appointed Co-Editor-in-Chief of the Journal of Service Management (JOSM), one of the most distinguished journals in the field of service research. Her appointment, alongside Dr. Sertan Kabadayi (Fordham University), began in March 2025.

JOSM is globally recognized for its academic excellence and impact, with impressive metrics that reflect its influence in the field:

- "A" ranking by the Australian Business Deans Council (ABDC)
- Impact Factor of 7.8, placing it in Quartile 1 of the management category
- Scopus CiteScore of 19.2, ranking 9th out of 478 journals in the strategy and management category of business, management, and accounting
- Highly selective with an 8% acceptance rate, reflecting its rigorous editorial standards



Dr. Linda Alkire and Dr. Sertan Kabadayi (Fordham University)

Publisher announcement: <https://www.emeraldgrouppublishing.com/journal/josm/editorial-leadership-transition-journal-service-management>

Please join us in congratulating Dr. Alkire on this significant achievement!



# SPOTLIGHT ON DR. MASOUD MORADI

Dr. Masoud Moradi is an Associate Professor in the Department of Marketing at Texas State University's McCoy College of Business, where he has been a faculty member since 2018.

He earned his Ph.D. in Marketing from Texas Tech University. His research focuses on empirical modeling, online marketing, and entrepreneurial marketing.

At Texas State, Dr. Moradi has developed courses specifically designed to meet the growing demand for data analytics skills in marketing. He has taught courses such as Marketing Research, Marketing Analytics, and Python for Marketing Analytics, all designed to equip students with the practical expertise necessary to translate data into actionable marketing insights. In response to industry needs, he created the Marketing Analytics Foundation course, which integrates marketing strategy with data analytics and technology to help students understand how data-driven decisions shape marketing in today's digital landscape.

His dedication to teaching has been recognized through multiple awards, including the Presidential Distinction Award for Excellence in Teaching, the Outstanding Graduate Faculty Award from the McCoy College of Business, and the Outstanding Graduate Faculty Award in the Master's in Marketing Research and Analysis program.

Dr. Moradi's research focuses on key aspects of marketing analytics and strategy. His work has been published in prestigious journals such as the Journal of the Academy of Marketing Science, Industrial Marketing Management, Journal of Business Research, and Journal of Product & Brand Management.



From left to right, Dean of McCoy College of Business Dr. Sanjay Ramchander and Dr. Masoud Moradi

# SPOTLIGHT ON DR. MASOUD MORADI

His research explores a wide range of topics, including the role of rhetoric in crowdfunding campaigns, the impact of brand prominence on crowdfunding success, strategies for translating in-store customer experiences into online platforms, and the application of Artificial Intelligence (AI) in marketing.

In recognition of his significant research contributions, Dr. Moradi has been honored with the Gary V. Woods Research Award and the Presidential Distinction Award for Excellence in Research. Achieving tenure has been a deeply rewarding moment in his career, one that he attributes to the exceptional support from his colleagues, faculty, and university leadership over the past six years.

“Texas State is more than just a place to work—it’s a vibrant academic community where creativity and teamwork really come together. Being here has pushed my boundaries in both teaching and research. I’m excited for what’s ahead and grateful to be part of such a dynamic university.”

In addition to his teaching and research, Dr. Moradi serves as the Director of the new Online Doctor of Business Administration (DBA) Program at Texas State. Designed for experienced professionals, the DBA is a three-year, cohort-based program and the only fully online DBA program in Texas that equips professionals with advanced skills in research, data analytics, and strategic leadership to address complex business challenges. The program officially launched in April 2025, and Dr. Moradi is leading its ongoing development while also serving as Chair of the DBA Admissions Committee. The program is designed to prepare working professionals to conduct high-quality research that drives innovation in business practice and strategic leadership.



# DEPARTMENT UPDATES

## Thank You to Mark Nanez

We greatly appreciate Mark Nanez for making a generous donation to the McCoy College Marketing Department Advisory Board Scholarship.

Once fully funded, this scholarship will be awarded to eligible marketing majors in the future.



Mark Nanez

## Graduate Student Lipsa Karmacharya Wins Bobcat Innovation Challenge Pitch Competition

Congratulations to MSMRA graduate student Lipsa Karmacharya for placing first in the Bobcat Innovation Challenge Pitch Competition.

“This pitch was deeply personal rooted in culture, driven by my dedication as a granddaughter committed to empowering artisanal women from my homeland, a legacy braided into my hair. ‘Himalayan Threads’ focuses on giving consumers a traditional hair-tie, handcrafted by skilled artisanal women in Nepal. These statement pieces are not only traditional yet authentic, but also a premium alternative to generic, machine-made, mass-produced hair accessories. While the global hair accessories market is valued at \$40 billion by 2030, this sustainable limited piece is looking to launch in the U.S market, possibly landing on the global fashion trends.”

The competition was organized by the Center for Innovation and Entrepreneurship (CIE).



Lipsa Karmacharya

# AMA Updates & Upcoming Competition

In an environment of inspiration and growth, the Texas State American Marketing Association continues to develop in professional development creating leaders.

AMA members had the privilege to visit Dell Technologies Headquarters in Round Rock where they explored the headquarters advancement in technology and innovation. Members had the chance to see how Dell's technology integrates across different career fields and areas of expertise. One of the many significant parts of the tour was the panel discussion with Texas State alumni who currently work at Dell. The alumni shared valuable insights into their career and perspectives of their roles. Members got the opportunity to hear their experience and learn about the many career opportunities available at Dell. At Dell Technologies Headquarters, AMA members gained great appreciation and experience exploring the many different opportunities that the headquarters provided.



AMA members at Dell Technology headquarters in Round Rock



AMA members volunteer at The Great River Clean Up

AMA participated in the 40th Annual Great Texas River Clean Up where members had the opportunity to contribute to keeping the river clean! The Great River Clean Up is a volunteer event where students join to pick up trash in and along the river to help keep San Marcos beautiful. AMA volunteers worked together for 2-3 hours cleaning up the waterways leading to the river. Keeping the river free of trash and debris, helps to keep the river and the ecosystem healthy. "It was a rewarding experience to keep our beautiful environment safe," said Jocelyn Young, Director of Community and Social Impact.

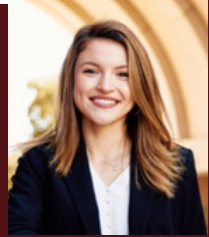
During the first week of April, Texas State AMA will be going to New Orleans for the International Collegiate Conference to compete and network with collegiate chapters from all over the world! Members will be competing in perfect pitch, sales, and marketing strategy.



Texas State University

# The Center for Professional Sales

## Sales Students/Alumni *Highlight*



**IZABELLE WALTER**

**CATERPILLAR**

Promoted to Global  
Construction & Infrastructure  
Sales Representative



**BLAKE KOCH**

**TEK**systems

Sales Development  
Representative



**ALLEN YAGHMAIE**

**enterprise**

New Position as  
Tri-Brand Flagship Assistant  
Branch Manager



**BRYSON MOORE**

**CATERPILLAR**

New Position as  
National Account Coordinator

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

## Sales Students/Alumni *Highlight*



Paige Franklin

### Paige Franklin

*Sales Agent – Comparison Insurance Agency*

Paige Franklin has been an integral part of the Center for Professional Sales for the past three years, leaving a lasting impact through her dedication, leadership, and passion for sales education.

Starting as an Undergraduate Assistant and advancing to Senior Graduate Assistant, Paige has played a vital role in the center's success, mentoring students, coordinating key events, and fostering strong relationships with corporate partners.

Her commitment to excellence and drive to elevate the program have not gone unnoticed, earning her a well-deserved job offer with Comparison as a Sales Agent.

Paige's journey exemplifies the power of hard work, persistence, and the opportunities available through the Center for Professional Sales. We are incredibly proud of her achievements and excited to see her thrive in this next chapter of her career!

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

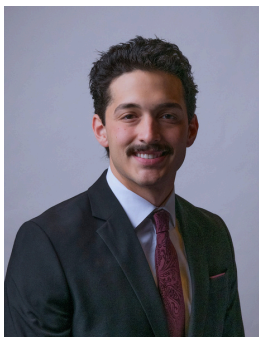


From left to right Dr. Derek Schartz, Thomas Babiak, Samantha Mateja, Avery Hernandez, Remi Whitley, Alyssa Campbell, & Mr. Juan Holguin

The National Collegiate Sales team recently attended the 2025 National Collegiate Sales Competition at Kennesaw State University in Georgia. The team competed against over 300 students from 70 plus different universities in Role Play and Speed Selling competitions.

A huge thank you to our incredible coaches, Dr. Derrek Schartz and Juan Holguin, Jr., and assistant coach Molly Akers, for their dedication and guidance in leading our sales team to success!

### *Role Play Competition*



Thomas Babiak

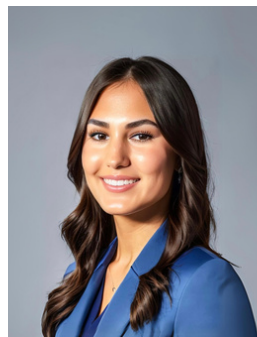


Alyssa Campbell

### *Speed Selling Competition*



Samantha Mateja



Remi Whitley



Avery Hernandez



Texas State University

# The Center for Professional Sales

## University Sales Center Alliance Spring Meeting



Co-Hosts of the 2025 Fall USCA meeting: Semiramis Amirpour and Anita Dale (UT Dallas), Linda Alkire (Texas State University), Andrea Dixon (Baylor), Andrew Loring (Texas A&M), and Lenita Davis (USCA President)

Dr. Linda Alkire recently represented the Center for Professional Sales at the University Sales Center Alliance (USCA) Spring Meeting, a two-day event hosted at the headquarters of Insight Global in Atlanta. The meeting served as a dynamic platform for collaboration, knowledge sharing, and innovation among sales educators and program leaders from across the globe. It was a prime example of meaningful academic-practitioner collaboration, with corporate engagement enriching the dialogue around sales education and professional development.

The Center for Professional Sales is thrilled to be co-hosting the 2025 USCA Fall Meeting, alongside UT Dallas, Baylor University, and Texas A&M University. This collaborative event will take place September 24–26, 2025, and is expected to bring together top sales programs and leading corporate partners for a high-impact gathering in Texas.





# 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 are excited too announce two new scholarships and one new endowment that we are in the process of funding. Please consider giving to any of the following:

- [McCoy College Marketing Department Advisory Board Scholarship](#)
- [Excellence Endowment for the Department of Marketing](#)
- [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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## Connect with Us!



@TXSTMCCoy



@TXSTMCCoy



/TXSTMarketing



/school/mccoycollegeofbusiness/company/texas-state-department-of-marketing

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