



# Department of Marketing Newsletter

May 2025

## Contents

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- MSMRA Info Sessions
- Research Spotlight
- Department Updates
- Texas State Places 1<sup>st</sup> at District 10 Advertising Competition
- AMA Wraps Up the Spring Semester with Awards
- The Center for Professional Sales
- Continued Success for the Department



# 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.



WEDNESDAY, MAY 14  
12:00PM- 1:00PM CDT



THURSDAY, MAY 15  
5:00PM- 6:00PM CDT



Learn more about the MSMRA program & how to apply!

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

# Research Spotlight

## Peer-reviewed Journal Article

Rayburn, S. W., Anderson, S. T., Zank, G. M., Turri, A. M., & Sierra, J. J. (2025). Future Thinking Climate Change: Consumers' Sustainability Perspectives, Predictions, Preferences, and Paths Forward. *Journal of Macromarketing*.  
<https://doi.org/10.1177/02761467251335534>

Ringler, C., & Sirianni, N. J. (2025). Paralanguage and the charismatic spokesperson: The impact of vocal amplitude on charisma, auditory looming, and customer engagement. *Journal of Business Research*, 193, 115345.  
<https://doi.org/10.1016/j.jbusres.2025.115345>

Myers, S., Sen, S., Syrdal, H. A., Woodroof, P. J., & Stafford, M. R. (2025). Signals for Success: The Intersection of Influencer Linguistic Personality, Content, and Follower Size. *Journal of Interactive Marketing*. <https://doi.org/10.1177/10949968251317204>

Gupta, A., Badrinarayanan, V., Alkire, L., & Ramachandran, I. (2025). The Countervailing Effects of Job Crafting on Salesperson Ethical Behaviors: The Role of Meaningful Work and Organizational Interventions. *Journal of Business Ethics*, 1-27.  
<https://doi.org/10.1007/s10551-025-06003-y>

## Research Grants Awards

Congratulations to Dr. Enrique Becerra on receiving a 2025 McCoy Research Grant for his proposal "The Moderating Effects of Brand Expectations and Gender on eWOM Valence and Behavior Across Cultures."



Dr. Enrique Becerra



# DEPARTMENT UPDATES

## Mariah Gutierrez Receives 2024-2025 Outstanding MSMRA Graduate Student Award



Mariah Gutierrez

Mariah Gutierrez has been named the recipient of the 2024-25 Outstanding Graduate Student Award for the Master of Science in Marketing Research and Analysis program. Mariah graduated from the program in December 2024.

Mariah's achievements are especially noteworthy, as she also received the Outstanding Undergraduate Marketing Student Award when she received her bachelor's degree from Texas State University.

In their nominations, faculty members praised Mariah for her exceptional intellect, ability to clearly communicate complex data, and talent for transforming technical insights into effective marketing strategies.

One faculty member described her as a student who consistently took pride in her work and pursued excellence in everything she did. Another shared admiration for Mariah's ambition to become a socially responsible business leader committed to driving positive change.

Congratulations, Mariah, on this well-deserved honor!

## The Marketing Department Participates at Bobcat Day

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.



From left to right: Vanya Cardenas, Leonardo Luna, Riley Singleton, and Aili Ortega



# DEPARTMENT UPDATES

## **MSMRA Graduate Student Amber Friedeck Selected as Texas Business Hall of Fame Future Texas Business Legend Scholar Award Finalist**

Amber Friedeck, MSMRA student, was selected as a Texas Business Hall of Fame Future Texas Business Legend Scholar Award Finalist. The Future Texas Business Legend Scholar Awards Program recognizes a student/scholar who demonstrates a strong potential to build and lead a company in Texas successfully. Amber will be graduating this May from Texas State with her MS in Marketing Research & Analysis.



Amber Friedeck

Amber began her entrepreneurial journey in 2013 as co-founder and manager of Republic Promos Inc. Under her leadership and vision, the company transformed from a startup into a thriving enterprise. Their ability to scale and grow the business was recognized through 18 awards and acknowledgments from the Austin Business Journal and other respected organizations. These accolades celebrated Republic Promos' achievements as a top-performing advertising and marketing agency, as well as a distinguished women-owned business. Following Amber's impressive tenure at Republic Promos, she embarked on a new venture, Beyond Merch Marketing LLC, in January 2023. As the founder of Beyond Merch Marketing, Amber has developed a full-service marketing agency specializing in branded merchandise, promotional products, and digital marketing strategies. They have successfully combined digital marketing initiatives with tangible promotional products to maximize brand visibility and engagement. Her vision for expanding Beyond Merch Marketing LLC, hiring more Texas-based talent, and incorporating cutting-edge AI solutions exemplifies the qualities of a future Texas business leader.

The winner of the Texas Business Hall of Fame Future Business Legend Scholar Award will be recognized at the Annual Awards Luncheon and Induction Dinner on October 29, 2025, in Houston. Good luck Amber!

# Texas State Places 1<sup>st</sup> at District 10 Advertising Competition



**Spring 2025** Marketing Students (from left to right): Ray Rodriguez, Madison Weaver, Khrissalyn Maldonado, Dalton Mumma, DJ Villarreal, and Jayla Martinez (not pictured).

Texas State University placed 1<sup>st</sup> in the 2025 District 10 American Advertising Federation's (AAF) National Student Advertising Competition (NSAC), which took place in Dallas, Texas on April 10<sup>th</sup>. District 10 includes universities in Texas, Oklahoma, Arkansas, and Louisiana. This is the 4th time Texas State has won 1<sup>st</sup> since 2020.

The National Student Advertising Competition is the premier college advertising competition that provides more than 2,000 college students the real-world experience of creating a strategic advertising campaign for a corporate client. This year's case competition was sponsored by AT&T.

The team now advances to the semi-final round taking place in May. Fall advisors included Dr. Rick T. Wilson (marketing) and Sage Baker (advertising). Spring advisors include Dr. Mike Devlin (advertising) and DeeAnne Vickery (advertising).

*On May 2, Texas State also won in the regional competition and will now compete for the national title on June 7<sup>th</sup> in Pittsburgh, PA.*



**Fall 2024** Marketing Students (from left to right). Front Row: Livia Peterson, Khrissalyn Maldonado, Madison Weaver, Dr. Rick T. Wilson, Jack Ryon. Back Row: Kera Palacios, Dalton Mumma, DJ Villarreal, Ray Rodriguez, Bryanna Tulloch, and Trix Peralta (not pictured).





AMA Advisor Craig Miller and AMA students.

During the last portion of the year, the American Marketing Association (AMA) attended; The NationalAMA's International Collegiate Conference where they competed in various competitions, attended Campaign in a Day hosted by the San Antonio AMA, and lastly, hosted the 1st Annual McCoy Org Charity Volleyball Tournament.

The AMA International Collegiate Conference is a three-day event full of networking, competitions, workshops, chapter sessions and more. Congratulations to, Karla Amaro for winning Student Marketer of the Year, Kylie Hill for winning 1st place in Perfect Pitch, Jocelyn Young for honorable mention in Perfect Pitch and Rosalyn Conway and her committee for honorable mention in the recruitment video! These participants competed with over thousands of student marketers globally.

AMA had the privilege of attending the 2nd Annual Campaign in a Day hosted by the San Antonio AMA where they were selected as this year's champions. TXST AMA was given the challenge to create a digital marketing campaign targeting Gen Z in three hours for Goodwill San Antonio. After successfully presenting their campaign and tactics, they were awarded as the 2025 Campaign in a Day Champions.

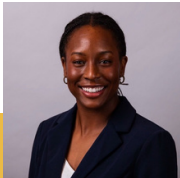
AMA hosted the 1st Annual McCoy Org Charity Volleyball Tournament that was an absolute success. Organizations such as Financial Management Association, Collegiate Entrepreneur's Organization, Hispanic Business Student Association, Women In Business, Student Business Council, and of course AMA joined in to compete. The winning team will donate the prize money to a charity of their choice! We would like to congratulate FMA winning 1st place and HBSA winning 2nd! AMA reported to have raised \$450 in donations that will go towards FMA's charity – Hays Caldwell Women's Center and HBSA's charity – the Great San Marcos Youth Council. AMA would like to thank Lilly Janek, Director of External Affairs, for coordinating the event bringing it to life!

To close the semester, AMA will be hosting the End of the Year Banquet where they will be awarding Director and Member of the Year along with Culture Curator, Creative Strategist, Networking Ninja, Hype Leader, Rising Star Award, Most Business Ready, and Most Likely to be CEO! AMA wishes everyone a fun summer!

Texas State University

# The Center for Professional Sales

## Sales Students/Alumni *Highlight*



KIANA GRAHAM



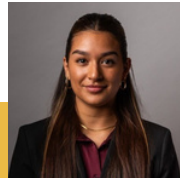
Outside Sales  
Professional



AVERY HERNANDEZ



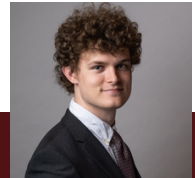
Sales Development  
Intern Summer 2025



KATHRYN ELLISON  
MENDOZA



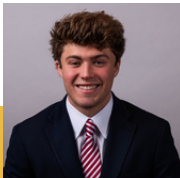
Sales Intern  
Summer 2025



GREYSON  
PATTERSON



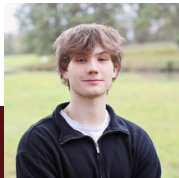
Dell Client  
Technical Specialist  
Representative II



JACK CALLAWAY



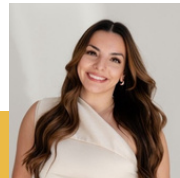
Sales Intern  
Summer 2025



ZANDER MOORE



Sales Development  
Representative Intern  
Summer 2025



SARAH KELLY



Sales Intern  
Summer 2025



NICHOLAS SZABO



Medical Field  
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

## End-of-Semester Sales Graduation Dinner

The Center for Professional Sales hosted their End-of-Semester Sales Graduation Dinner to celebrate all Sales students who will be graduating this spring and summer semester.



Group photo of graduating Sales students with Department Chair Dr. Anna Turri, Director of Center for Professional Sales Dr. Linda Alkire, Graduate Assistants Molly Akers, and Aili Ortega.



From left to right: Professor Juan Holguin, Jonathan Preston, Director of Center for Professional Sales Dr. Linda Alkire, and Student Assistant Tori West.

Sales student Jonathan Preston was awarded Sales Ambassador of the Year.

Congratulations to all Sales students who will be graduating this semester!  
We wish you the very best in all future endeavors.

Texas State University

# The Center for Professional Sales

## Graduate Senior Assistant Aili Ortega Awarded Texas State 2025 Graduate Student Employee of the Year



Aili Ortega



From left to right: Director of Center for Professional Sales Dr. Linda Alkire, Haley Lawford, Aili Ortega, Tori West, and Professor Juan Holguin.

Congratulations to MSMRA graduate student and Graduate Senior Assistant, Aili Ortega, for receiving the Texas State 2025 Graduate Student Employee of the Year award!



Texas State University

# The Center for Professional Sales

## Corporate Partner Site Visits





# 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 to 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!

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