

Department of Marketing *Newsletter*

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MASTER OF SCIENCE IN MARKETING RESEARCH & ANALYSIS

Information Sessions

Interested in pursuing a graduate degree
focused on 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.



FRIDAY, OCT. 24
12PM - 1PM CDT



MONDAY, OCT. 27
5:30PM - 6:30PM CDT



Learn more about the MSMRA program & how to apply!

For more information: marketing.mccoy.txst.edu

DEPARTMENT UPDATES

Dr. Denise T. Smart Receives the *Distinguished Professor Emeritus of Marketing Award*



Dr. Denise T. Smart and President Kelly Damphousse

Congratulations to Dr. Denise T. Smart on receiving the Distinguished Professor Emeritus of Marketing Award.

This well-deserved award recognizes her exceptional contributions to higher education. Dr. Smart's legacy of leadership, innovation, and mentorship continues to inspire colleagues and students alike.



Department Chair Dr. Anna Turri and Dr. Denise T. Smart



Research Spotlight

Peer-reviewed Journal Articles

Köcher, S., **Alkire, L.**, Köcher, S., Myrden, S., & O'Connor, G. E. (2025). Consumers' climate change engagement: Conceptualization, scale development, and assessment. *Journal of Business Research*, 199, 115568. <https://doi.org/10.1016/j.jbusres.2025.115568>

Presentations and Engagement at Academic Conferences

Linda Alkire participated in various capacities at European Marketing Academy Conference (EMAC), Madrid, Spain, May 2025 (Author); QUIS (The International Research Symposium on Service), Rome, Italy, June 2025 (Presenter, Author, Plenary Speaker, Organizer of the Journal of Service Management Editorial Review Board meeting); Naples Forum on Service, Sorrento, Italy, June 2025 (Presenter, Author, and Plenary Speaker); and Frontiers in Service Conference, Montréal, Canada, July 2025 (Presenter, Participant in "Meet the Editor" session).

Vishag Badrinarayanan presented a paper at 2025 Academy of Marketing Science World Marketing Congress, Dijon, France, July 2025.

Rick Wilson presented a paper at the European Academy of Advertising's International Conference on Research in Advertising, Rotterdam, The Netherlands, June, 2025.

Leadership and Service

Linda Alkire served on the selection committee for the next Editor(s)-in-Chief of the Journal of Public Policy & Marketing.

Vishag Badrinarayanan has been appointed as an Associate Editor at Academy of Marketing Science Review (AMSR).

Nancy Sirianni participated in the ERB meeting for Journal of the Academy of Marketing Science at the 2025 Academy of Marketing Science Annual Conference, Montreal, Canada, May, 2025.

Become a part of the National Student Advertising Competition: Applications Due Oct. 5

You'll work with a handful of the brightest Texas State students from the College of Business, School of Journalism & Mass Communications, and Communication Design to develop an integrated marketing campaign for this year's client, the National Football League (NFL).

This is the nation's biggest advertising competition. This is not just a class. This is a team. An experience. You'll work to solve a real-world problem, pitch your solution to industry professionals, network with professionals, and develop a portfolio and gain practical experience.

Earn advanced business or marketing elective credit. Class meets Spring 2026 on Wednesdays 6:30-9:20 p.m. Apply [here](#). Contact [Dr. Rick T. Wilson](#) or [Dr. Mike Devlin](#) with questions. **Applications due October 5, 2025.**



Apply for One of these Roles

- **Account Planner/Strategist** - incorporates research to develop a strategy. Ensures insights about brand and target are incorporated throughout campaign.
- **Public Relations Specialist** - seeks ways to incorporate and measure earned media. Supports media team. Works closely with media, analytics, and creative to develop creative media executions.
- **Account Coordinator** – manages workflow between departments and ensures timelines and deliverables are met. Has strong sense of coordination, organization, and interpersonal communication.
- **Media Planner** - defines media strategy; selects media channels; develops budget & KPIs; works with creative to develop executions.
- **Social/Digital Analytics** – articulates media strategy withing social/digital. Uses analytics to justify and project campaign performance. Specializes is social/digital channels.
- **Art Director** - develops creative concept & translates strategy into visual ideas. Works with writers, designers, & production teams.
- **Copywriter** - develops creative concept and translates strategy into creative copy. Writes copy for all media. Works with Art Directors.
- **Designer** - designs final executions. Works with creative team to develop visual identity and visual concept. Works with production team.
- **Campaign Designer** - leads design and production of final campaign deliverables, which includes campaign book and presentation deck. Works closely with Creative Designer and Multimedia Designers.
- **Video Producer** - works with creative team on concept and responsible for producing long and short form videos for the campaign.

AMA Fall Events Begin

AMA proudly kicked off the year with a highly successful first meeting, welcoming more than 100 students in attendance. Participants had the chance to connect with our committees and explore the many opportunities for involvement within the organization. The meeting also featured the unveiling of this year's motto: "Strive Higher, Achieve Greater." This message builds on last year's achievements and inspires members to reach even greater heights in the year ahead.



AMA members Jaella and Ava

AMA's intramural volleyball team took to the court on September 16th and secured an exciting victory after practice and preparation. The match showcased the team's hard work, determination, and strong sense of teamwork, with players supporting one another through every serve, volley, and point. Their win reflects not only their commitment to success but also the teamwork that makes the AMA community so special. The team is eager to build on this momentum in their upcoming games and is determined to continue striving for excellence on and off the court. We look forward to cheering them on as they represent AMA with pride this season!



AMA members Alan Zavala, Leonardo Luna, John Roark, Knox Lewis, Taylor Shawler, Summer Bermea, Hailey Hesselstine, Olivia Campbell

AMA hosted its first community and social impact event of the semester by volunteering with Teacher Reuse, a nonprofit organization dedicated to providing teaching materials and school supplies to educators in the San Marcos area. Teacher Reuse not only supports local teachers by supplying classrooms with much needed resources but also works to reduce waste by keeping reusable items out of landfills. During the event, AMA members assisted with sorting school supplies and learning materials, helping ensure they could be distributed to teachers. It was a meaningful way to give back to the community while supporting education and sustainability.

September has been an exciting month for AMA, filled with growth, achievements, and meaningful involvement. The organization looks forward to building on this momentum and creating many more AMAzing months ahead.



AMA members Ana Valdes, Imoya Lovelady, John Roark, Diego Vacaflares, and a Teacher Reuse member.

Texas State University

The Center for Professional Sales

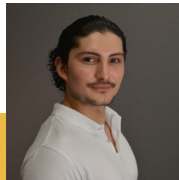
Sales Students/Alumni *Highlight*



KATIE WU



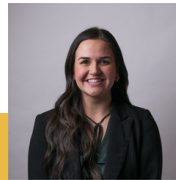
Junior Account
Executive at
Torch Dental



LAWRENCE
CASTILLO



New role as
Digital Sales
Representative
at SailPoint



VANESSA
DEL TORO



Completed the
Cintas MT Program



ALLEN
YAGHMAIE



Started a new position
as Branch Manager at
Enterprise Mobility

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

The Center for Professional Sales

Awards



Dr. Linda Alkire

Congratulations to Dr. Linda Alkire, Director of the Center for Professional Sales for being appointed holder of the Vicki L. West Professorship in Sales Excellence, effective on September 1st.

Meet the Sales Student Staff

We are proud to officially introduce our exceptional Sales Student Staff for the Fall 2025 semester! Aili Ortega, Senior Graduate Assistant; Molly Akers, Senior Graduate Assistant; Tori West Graduate Assistant; and Leasia Harrington, Undergraduate Assistant.

This outstanding team will play a key role in advancing the mission of our program. We are excited for a successful and engaging year ahead.



Leasia Harrington, Aili Ortega, Tori West, and Molly Akers

Sales Ambassadors



Group photo of the 2025-2026 Sales Ambassadors

We have 20 wonderful sales ambassadors for the 2025-2026 school year.

We welcome Claire Mayden, Dillon Ellisor, Diana Gomez Rabago, Kathryn Ellison Mendoza, Grettell Corona, Mariam Medina, Olivia Priour, Delaney Gill, Haley Grogan, Ariana Pupo, Emmaline Holbert, Leasia Harrington, Jessica Redman, Bethany Kocik, Garrett Simmons, Kai Todd, Jocelyn Young, Abby Cruson, Kendall Pozzi and Jackson Molsberry.

Our Sales Ambassadors play a crucial role in our relationship with our corporate partners and we look forward to seeing their excellence this year.

The Center for Professional Sales



Haley Lawford, Jola Ogunleye, and Blake Koch

Class Visits

We've kicked off the school year with several class visits already. One visit, from TEKsystems, we welcomed back Texas State alumni Haley Lawford, Jola Ogunleye, and Blake Koch who discussed career paths, opportunities and shared valuable insights to our sales students.

Site Visits

Our Sales students had a wonderful time at Cintas where they were fortunate to explore the company's strong culture and connect with Cintas' leadership. More to come this semester!



Sales students at Cintas site visit

Guest Lecture

These Guest Lectures allow for an executive to give a talk to our advanced Sales Management course.



Jay Koger (Berlin Packaging) and Haley Grogan



Dr. Aditya Gupta, Justus Carr (Oracle), and Abby Cruson

Upcoming Events

- Interview Express (October 2) - The Center for Professional Sales looks forward to another successful Interview Express this semester. Over 20 Corporate Partners will be in attendance, each with multiple representatives to speak with and interview potential interns and graduates for positions within their companies.
- Upcoming Competitions: Students will compete in a speed selling competition
 - Fastenal (October 6)
 - Cintas (October 10)
- Speaker Series: Tuesday, October 14th Gartner (5pm-6:30pm)



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 several donation opportunities available and we would appreciate your support.

Please consider giving to any of the following:

- [McCoy College Marketing Department Advisory Board Scholarship](#)
- [Excellence Endowment for the Department of Marketing](#)
- [Dept of Marketing Discretionary Fund](#)
- [McCoy College Career Closet](#)

Your gift, regardless of size, makes an immense difference. We thank you for your support.

Department Address


McCoy Hall 424
601 University Drive
San Marcos, TX 78666
Phone: (512) 245-7428

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

Newsletter Editor

Breanna Evinger
xks2@txstate.edu

Emily Rayburn
pwr15@txstate.edu