

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.



MONDAY, NOV. 17
5PM - 6PM CDT



FRIDAY, NOV. 21
12PM - 1PM CDT



Learn more about the MSMRA program & how to apply!

For more information: marketing.mccoy.txst.edu

DEPARTMENT UPDATES

McCoy Faculty Development Funds 2025 -2026 Awardees



Dr. Aditya Gupta



Dr. Fernanda Muniz



Dr. Rick Wilson



Dr. Ayan Ghosh Dastidar

Congratulations to Dr. Aditya Gupta, Dr. Fernanda Muniz, Dr. Rick Wilson, and Dr. Ayan Ghosh Dastidar on being recipients of the McCoy Faculty Development Funds for 2025-2026.

DEPARTMENT UPDATES

AAF's National Student Advertising Competition Group Awarded National Championship Ring

Following their success at the American Advertising Federation (AAF) National Student Advertising Competition (NSAC) in June 2025, the NSAC faculty advisor Dr. Rick Wilson and team members were presented with National Championship rings during a special ring ceremony.



NSAC Advisor Dr. Rick Wilson and Ray Rodriguez, DJ Villarreal, Khrissalyn Maldonado, Dalton Mumma, Madison Weaver, Jayla Martinez, and Sydney Smith (NSAC alumni from 2021)



NSAC Advisor Dr. Rick Wilson and Texas State President Kelly Damphousse



From left to right Dr. Gail Zank, Dr. Rick Wilson, Dalton Mumma, Dr. Denise Smart, Dr. Anna Turri, and Dr. Mary Ann Stutts



From left to right Stacey Sanders, Dr. David Wierschem, Dr. Rick Wilson, Dr. Anna Turri, and Dr. Gail Zank



Research Spotlight

Peer-reviewed Journal Articles

Lee, S., Kim, G. H., **Suh, T.**, & Lee, J. (2025). Designing carbon contracts for difference under asymmetric information. *Economics Letters*, 112599.

<https://doi.org/10.1016/j.econlet.2025.112599>

Satornino, C. B., **Sirianni, N. J.**, Allen, A. M., & Bauer, C. (2025). Empathic concern in network sentinels and their impact on peer sales performance: a study of salespeople higher in psychopathy. *Journal of Business Research*, 201, 115743.

<https://doi.org/10.1016/j.jbusres.2025.115743>

Vancaillie, S., Gemmel, P., **Alkire, L.**, De Regge, M., Meijboom, B. R., & Fisk, R. (2025). Exploring the role of time in service: A mapping review based on temporal orientations and their cognitive actions. *Journal of Service Theory and Practice*, 35(1), 1–25. <https://doi.org/10.1108/JSTP-11-2024-0397>

Book Chapters

Alkire, L. (2025). Service sustainability in action (15 case studies). In J. Wirtz, *Essentials of Services Marketing* (4th ed.). Pearson.

Bennett, A. R., & **Muniz, F.** (2025). *Barbie: The original brand activist*. In R. C. Hains & E. R. Aguiló-Pérez (Eds.), *#Barbie and social media*. Palgrave Macmillan.

https://doi.org/10.1007/978-3-031-95611-9_4

Presentations and Engagement at Academic Conferences

Vishag Badrinarayanan and Aditya Gupta attended Baylor ProSales 40th Anniversary Research Symposium hosted by Center for Professional Selling, Hankamer School of Business, Baylor University, Waco, TX.

Aditya Gupta attended the 2nd Sales Researchers' Collaboration Consortium (SRCC) hosted by the Culverhouse College of Business, University of Alabama (UA), Tuscaloosa, AL.

Leadership, Service, and Media

Linda Alkire was invited to serve as co-chair of the 2025 John A. Howard/AMA Doctoral Dissertation Award.

AMA Events & More!

AMA has had an AMAzing and eventful October! From Marketing Week to the TSU Regional Conference, this month was filled with memorable experiences and opportunities for everyone to get involved. October truly had something for everyone, and we're so proud of all the participation and excitement from our members!



AMA members at their Dell Technologies Site Visit

AMA hosted Marketing Week, a series of engaging events designed to help members learn, network, and grow professionally. The week kicked off with a two-part marketing simulation workshop, offering hands-on experience in developing and executing marketing strategies. On Wednesday, members attended the annual Etiquette Dinner, one of AMA's most anticipated events of the year. The dinner focused on teaching students' proper business dining etiquette and featured a Q&A panel with industry professionals, making it both educational and memorable. The week concluded with a site visit to Dell in Round Rock, giving members an inside look at operations within a leading global company.



AMA members at the AMA 27th Annual Etiquette Dinner

In addition to Marketing Week, AMA also participated in the TSU Regional Conference on October 24th. This event brought together members from surrounding AMA collegiate chapters for a day of learning, networking, and professional development. AMA members took a day trip to Houston to attend the conference, gaining valuable insights and connections within the marketing community.

Special congratulations go to our members who represented us exceptionally well in the competitions!

- **Perfect Pitch Competition:** Addi Villegas | Hailey Hesselstine
- **Mock Interview Competition:** Lily Yanek | Diego Vacaflores

Congratulations to these outstanding members for their achievements!

This month also included the Intramural Soccer Team's games and a social at George's, giving members a chance to unwind and connect outside of meetings. AMA also hosted several successful fundraising events, including the return of the popular AMA Thrift Booth, which made a comeback after its success last year. Members donated gently used clothing items to help raise funds for the organization.

In addition, AMA partnered with Jax Bros for a profit share event, combining fun and community support to further the organization's goals.

After an exciting and eventful October, AMA members are eager to see what's next. The organization continues to uphold its commitment to striving high and achieving greater, and members are looking forward to building this momentum in the months ahead.



From left to right Lily Yanek, Hailey Hesselstine, Addi Villegas, Diego Vacaflores

Texas State University

The Center for Professional Sales

Interview Express

Another unforgettable Interview Express is in the books! This signature initiative continues to stand as a cornerstone of excellence for the Center for Professional Sales, bringing together sales students, faculty, staff, and industry leaders for a day filled with opportunity and connection. With record-breaking attendance and the presence of 22 corporate partners, our students made lasting impressions while building valuable relationships with executives, recruiters, and hiring managers.



Sales Center Ambassadors at Interview Express



SecondNature

The Center for Professional Sales is proud to partner with SecondNature to incorporate its cutting-edge AI technology into our sales curriculum. This collaboration allows students to extend their practice beyond the classroom, enhancing their skills through immersive, real-world simulations.

To showcase the impact of this innovative tool, a [video](#) was produced-directed and edited by Graduate Assistant Aili Ortega, with acting and voiceover by Undergraduate Assistant Leasia Harrington. The video highlights the key benefits of integrating AI into our sales training.

Premiered at our recent Interview Express event and featured again during our Sales Competition, the video has been enthusiastically received and effectively illustrates the value this technology brings to our students' learning experience.

The Center for Professional Sales

Establishment of the Elizabeth and Hank Terrell Sales Excellence Scholarship

Mrs. Terrell, one of our most distinguished Bobcats, graduated from Texas State University in 1997 with a Bachelor of Business Administration. She was recognized as a 2023 Distinguished Alumni Honoree—the highest honor bestowed upon a Texas State graduate.

Today, she continues to shape industries as Senior Vice President and Chief Development Officer at Aramark—one of our valued corporate partners. But what truly sets Mrs. Terrell apart is her unwavering dedication to giving back.

As Chairperson of the Advisory Board of the Center for Professional Sales, she has championed student success, created life-changing opportunities, and now, through the Elizabeth & Hank Terrell Sales Excellence Scholarship, she is ensuring that our Bobcats have the resources and support to thrive!



From left to right Dean of McCoy College of Business Dr. Sanjay Ramchander, Elizabeth Terrell, and Director of The Center for Professional Sales Center Dr. Linda Alkire

Fastenal Competition



Claire Mayden



Kylie Hill

The Center for Professional Sales was honored to host Fastenal's National Sales Invitational! This outstanding event brought together some of the most talented and driven student sales professionals from our program. It provided a valuable opportunity for students to apply their classroom learning, sharpen their sales techniques, and engage with experienced industry leaders in a real-world, competitive setting.

Finalists Claire Mayden and Kylie Hill move on to Round 2

The Center for Professional Sales

Cintas Competition



From left to right Kylie Hill, Kendall Pozzi, and Avery Hernandez

The Center for Professional Sales held the Speed Selling Competition, proudly sponsored by Cintas. This high-energy event showcased the exceptional talent, preparation, and professionalism of our student competitors, who rose to the challenge with confidence and skill.

- First place \$1000 – Kendall Pozzi
- Second place \$600 – Avery Hernandez
- Third place \$400 – Kylie Hill

Sales Excellence Forum with Gartner Sales Excellence Forum



Kayla Auclair, PHR and Amanda Reyes-Price from Gartner

Sales Classroom Speakers

Samsara



Bennett Dickinson, Sparkle Alemazkour, Leasia Harrington, and Dr. Linda Alkire

Comparion



Kyle Krueger, Kryslin Johnson, and Delaney Gill

Fred Diamond



Fred Diamond and sales students

Texas State University

The Center for Professional Sales

Sales Students/Alumni *Highlight*



Kyle Kitagawa

Promoted to Senior
Business Development
Analyst at Gartner



Alyssa Campbell

Joined 3M as a
Sales Representative in
the Personal Safety Division

Site Visits



SWBC



TEKsystems

USCA Meeting

The Center for Professional Sales at Texas State University was proud to cohost the University Sales Center Alliance (USCA) 2025 Fall Meeting, bringing together sales center directors, educators, and leading organizations from across the world.



From left to right Anita Dale, Semiramis Amirpour, Dr. Andrew Loring, Dr. Andrea Dixon, Dr. Linda Alkire

SALES CONCENTRATION

The Center for Professional Sales

INTERESTED IN BECOMING A SALES PROFESSIONAL?

Join the Professional Sales Concentration—a nationally ranked, career-launching program that connects you with top employers, hands-on experience, and high-earning opportunities. Build the skills, confidence, and network to stand out in any industry. Whether you are aiming for a Fortune 100 role or launching your own business, this is your fast track to success.

- #1 Sales Program in the World Award-Winning Teams – NCSC & ICSC
- champions Hands-On Experience – Internships with leading companies
- Exclusive Events – Interview Express & Student Success Series Real-World Skills – Develop selling, communication, and leadership skills
- Career-Ready – 100% job placement before graduation Scholarships Available – Exclusively for sales students!
-



COURSES THAT LAUNCH CAREERS

The Sales Concentration gives you real-world experience, insider knowledge, and a direct path to job offers. Courses include:

- MKT 3358 Professional Selling
- MKT 3360 Sales Management*
- MKT 4396 Directed Study in Sales*
- MKT 4392 Sales Internship*

*MARKETING MAJORS:

Sales courses replace electives

NON-MARKETING MAJORS:

Take Sales courses as electives

DOES THIS DESCRIBE YOU?

- I want to help others.
- I work hard and want good pay.
- I value flexibility and independence.
- I'm coachable and team-oriented.
- I'm a problem-solver and self-starter.

JOIN SALES!



CORPORATE PARTNERS

3M	Henry Schein
ABC Supply Co.	LPL Financial
Aramark	Ping Identity
Berlin Packaging	Oracle
Caterpillar	Rush Enterprises
Cintas	Samsara
Comparion	SWBC
Dell	TEKSystems
Enterprise Mobility	Texas Monthly
Fastenal	United Rentals
Ferguson Enterprises	And Many More!
Gar tner	

STARTING SALES SALARY

FIRST YEAR:

\$70k+

EXCLUSIVE BENEFITS

SCHOLARSHIPS
INTERNSHIPS
COMPETITIONS
ELITE CAREER FAIRS
PRIVATE CORPORATE VISITS

LinkedIn



Visit the McCoy Advising Center to declare the Professional Selling concentration
or to enroll in the Professional Selling course.

salescenter.mccoy.txstate.edu | 512.245.2314 | salescenter@txstate.edu

Texas State University is an equal opportunity institution.

Website





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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Newsletter Editor

Breanna Evinger
xks2@txstate.edu

Emily Rayburn
pwr15@txstate.edu