



# Department of Marketing Newsletter

September 2025

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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, SEPT. 22**  
5PM - 6PM CDT



**FRIDAY, SEPT. 26**  
12PM - 1PM CDT



Learn more about the MSMRA program & how to apply!

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

# DEPARTMENT UPDATES

## New Faculty



**Dr. Fernanda Muniz**  
*Assistant Professor*



**Dr. Ayan Ghosh Dastidar**  
*Assistant Professor*



**Mr. Juan Holguin**  
*Assistant Professor of Instruction*



**Mrs. Stacey Sanders**  
*Assistant Professor of Instruction*



**Dr. David Perry**  
*Assistant Professor of Instruction*

*We're excited to welcome our new faculty and staff to the department. We look forward to a successful year ahead together.*

# DEPARTMENT UPDATES

## New Staff



Felisha Fontenot

### **Felisha Fontenot**

*Program Coordinator The Center for Professional Sales*

Ms. Felisha Fontenot, who brings experience from her previous role in Human Resources at a Fortune 100 company, has joined the Center for Professional Sales as Program Coordinator. In this role, she will support the center's daily operations, including event coordination, communications, and advancing the center's commitment to excellence

## **MSMRA Student Lipsa Karmacharya Appointed as New Grad House Representative**

This Fall, Lipsa Karmacharya is representing the McCoy College of Business, playing a vital role in bridging the gap between graduate student needs and university administration, helping to shape policies and initiatives that directly impact the graduate student experience at Texas State.

The Graduate House of Representatives, commonly known as Grad House, serves as the dedicated student government body representing the interests and voices of graduate students across Texas State University. This important organization consists of two representatives from each academic college, ensuring comprehensive representation of the diverse graduate student population. Representatives are nominated by their respective college Deans, providing a direct connection between academic leadership and student advocacy.



Lipsa Karmacharya

# Texas State Wins National Championship in AAF's National Student Advertising Competition



TXST faculty members and students awarded at the NSAC competition

Texas State University has claimed the National Championship in the American Advertising Federation's (AAF) National Student Advertising Competition (NSAC), held in Pittsburgh, Pennsylvania. Nearly 100 universities from across the country participated in this year's competition, which was sponsored by AT&T. This marks Texas State's first national title since 2005, following impressive National Runner-Up finishes in 2020 and 2023.

In addition to the national championship, the team earned several top individual awards:

- **Bolton-MacVicar-Malone Best Presenter Award:** Dalton Mumma
- **Jeanie Ruedy Best Presentation Team:** Juliet Cano, Hailey Aaron, Alex Lopez, and Dalton Mumma
- **Connection Q&A Award:** Ryan Eldredge



Dr. Rick T. Wilson AAF Advisor

The client challenge, provided by AT&T, asked students to make Gen Z love the brand while using the tagline, "Connecting Changes Everything." Texas State's response was a fully integrated campaign grounded in months of research and strategic insight. Their central idea: "HEY"—the one word that sparks human connection. The campaign highlighted real-life moments where the word "hey" starts conversations, relationships, and life-changing connections: "One 'hey' can change your day. The right 'hey' can change your life."



From left to right: Dalton Mumma; marketing, and Alex Lopez; advertising

# Texas State Wins National Championship in AAF's National Student Advertising Competition

The team included students from the School of Journalism and Mass Communication, the Department of Marketing, and the Communication Design program. "The students' success is evidence of the interdisciplinary structure unique to Texas State," said Dr. Rick Wilson, Professor of Marketing and fall semester advisor. "Not only do students gain real-world experience, but they also learn how to collaborate across disciplines—an essential skill in today's hyper-competitive job market."



AAF Students awarded for Best Presentation



From left to right: Dalton Mumma, marketing; Hailey Aaron; advertising; Alex Lopez, advertising; and Juliet Cano, advertising

## Marketing Students Who Participated in the Fall Research Course and Spring Creative Course

**Fall 2024 Marketing Students:** Khrissalyn Maldonado, Dalton Mumma, Kera Palacios, Trix Peralta, Livia Peterson, Ray Rodriguez, Jack Ryon, Bryanna Tulloch, DJ Villarreal, and Madison Weaver.

**Spring 2025 Marketing Students:** Khrissalyn Maldonado, Jayla Martinez, Dalton Mumma, Ray Rodriguez, DJ Villarreal, and Madison Weaver.



# AMA's Year in Focus

The Texas State American Marketing Association is beyond excited for the beginning of the new school year! Over the summer, the Executive Board worked hard to plan engaging events for members and gather valuable resources they can rely on. Recruitment events will take place in the McCoy Business Building as well as the LBJ Student Center over the next several weeks. The Executive Board has also been dedicated to creating a professional yet welcoming environment to ensure potential new members feel right at home in the AMA community.



AMA members in attendance for meeting



AMA members from left to right: Rosalyn Conway, Lily Janek, Hailey Hesseltine, Makenzie Hines, and Deondre Brock.

Mark Your Calendar: TXST AMA's first general meeting will be held on Wednesday, September 10th. This will be an informative and welcoming session where they will introduce their Executive Board, Directors, and Committees, as well as share everything Texas State AMA has planned for the year. Whether you're a returning member or brand new, this meeting is the perfect place to get involved.



AMA Advisor Craig Miller and AMA students.

Last year was one of AMA's most successful school years yet! The chapter celebrated many accomplishments, including former President Karla Amaro being awarded Student Marketer of the Year, Kylie Hill earning 1st place in the Perfect Pitch Competition at the TSU Regional Conference, and the chapter being recognized as Exemplary in Membership, Communications, and Fundraising. Building on this momentum, AMA is determined to make the 2025–2026 school year even better!



AMA members from left to right: Leonardo Luna and Teeaunray Logan

Texas State University

# The Center for Professional Sales

## Sales Students/Alumni *Highlight*



KYLE KITAGAWA

**Gartner**

Promoted to  
Business Development  
Specialist at Gartner



REAGAN JENNINGS

**CINTAS.**

Promoted to New  
Business Sales



NICK SZABO

**HENRY SCHEIN®**

Newly hired as a  
Medical Field  
Sales Consultant



BELLA BARRETT



Promoted to  
Senior Associate  
at ISN



MATTHEW DEL  
BOSQUE

**Supernus**  
Pharmaceuticals

Hired as Inside  
Sales representative



HALEY WALKER

**DELL**  
Technologies

Race to Refresh  
Contest Winner  
at Dell

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)

# The Center for Professional Sales

## New Corporate Partners

We're excited to welcome several new corporate partners: Aramark, Berlin Packaging, Samsara, SWBC and Texas Monthly! All of these companies represent exciting new opportunities for students to explore internships and potential career paths.

- **Aramark**, one of the Fortune 500's top employers, is a global provider of food services, facilities management, and uniform services. The company serves businesses, educational institutions, healthcare facilities, sports and entertainment venues, and government organizations.
- **Berlin Packaging** is a global force in the packaging industry, combining manufacturing, distribution, and design expertise. Their focus on driving customer growth through smart packaging solutions offers students exposure to high-impact B2B selling, branding, and supply chain innovation.
- **Samsara** is a cutting-edge technology company transforming operations with real-time data and AI-driven analytics. Their industry-leading solutions in fleet management, equipment monitoring, and logistics optimization make them an exceptional partner for students interested in tech-enabled sales careers.
- **Texas Monthly** is more than a magazine—it's a Texas icon. Known for bold storytelling and cultural insight, its addition opens a window into media, journalism, and brand storytelling that's rooted in what makes Texas... Texas. Their partnership brings exciting new dimensions to the Center, especially for students interested in media, storytelling, and brand engagement.
- **SWBC**, headquartered in San Antonio, delivers comprehensive financial services ranging from insurance and investments to lending and employee benefits. Their diverse portfolio and community-driven mission make them an ideal partner for students exploring finance, risk management, and client services.



# The Center for Professional Sales



## Join Us on LinkedIn!

We're thrilled to announce the launch of the new website for the Center for Professional Sales! Visit us online to explore our programs, stay updated on upcoming events, and learn how we're shaping the future of sales education.

Follow our official LinkedIn page, [Center for Professional Sales](#), to get the most up to date updates about the center this fall semester.

[The Network: Center for Professional Sales](#) is a private LinkedIn group, created exclusively for Texas State sales students, alumni and our corporate partners- in an effort to help build connections, and foster collaboration amongst Texas State sales professionals and industry leaders.

## Upcoming Competitions

*This fall our sales students will be competing in internal and international competitions!*

- Internal Sales Pitch Competition sponsored by Cintas
  - October 10th
- Fastenal National Sales Invitational
  - Tentative Date: October 6th
- International Collegiate Sales Competition (ICSC)
  - November 5-8th

# The Center for Professional Sales



## AI-Powered Learning Arrives at the Center for Professional Sales

Beginning this fall, students enrolled in sales classes will benefit from this innovative platform designed to simulate real-world sales conversations and provide instant, personalized feedback. Through this collaboration, students will sharpen their presentation, communication, and objection-handling skills in a highly interactive and adaptive environment.

This AI enhancement supports:

- Stronger preparation for national competitions
- Increased confidence in sales role-plays
- Customized coaching that accelerates growth
- Critical thinking and data-driven decision-making

By bringing AI into the classroom, the Center for Professional Sales is once again leading the way in equipping students with the tools and experiences they need to succeed in today's dynamic sales landscape.



# 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](http://salescenter.mccoy.txstate.edu) | 512.245.2314 | [salescenter@txstate.edu](mailto: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.

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## Connect with Us!

-  @TXSTMCCoy
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-  /TXSTMarketing
-  /school/mccoycollegeofbusiness/company/texas state department of marketing

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