

Department of Marketing *Newsletter*

Contents

- MSMRA Info Sessions
- Research Spotlight
- AMA Wraps Up The Fall Semester
- 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
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, DEC. 12
12PM - 1PM CDT



MONDAY, DEC. 15
5PM - 6PM CDT



Learn more about the MSMRA program & how to apply!

For more information: marketing.mccoy.txst.edu



Research Spotlight

Academic Conferences

Society for Marketing Advances Conference, Las Vegas, NV
Fernanda Muniz (Presenter)

Engagement and Service

Linda Alkire was invited by the University of Canberra, Australia, for a research visit. During the visit, she delivered three research talks, engaged with graduate students and faculty, collaborated with her host on a funding application, and advanced joint research projects.

Linda Alkire was an invited speaker for the College of Business Faculty Research Seminar Series at Delaware State University.

Linda Alkire was an invited speaker for the Italian Marketing Society (SIM), where she delivered a research workshop on creating impact through service research.

Nancy Sirianni served on the American Marketing Association's selection committee for the Leonard L. Berry Marketing Book Award, which recognizes books that have made a significant impact in marketing.

AMA Wraps Up The Fall Semester

This November, AMA was hard at work growing our chapter, serving our community, and preparing for an incredible ICC experience. From thrift fundraisers to campus outreach and socials, our members showed up in a big way.

To support our annual ICC trip, we hosted thrift events that not only raised funds but also gave members and supporters a fun, sustainable way to shop. We also participated in Bobcat Day to build awareness with prospective students and share what makes TXST AMA such a special community for marketers on campus.



AMA members at their thrift tabling event

Our social events this month helped members deepen connections, meet new friends, and feel even more at home in AMA. These touchpoints are a big part of what keeps our chapter energized and engaged.

This month, we submitted our recruitment video, created by Rosalyn Conway, to the annual ICC recruitment competition. The video showcases our spirit, our members, and the opportunities AMA provides.

We also launched the redesign of our website, making it easier for students to learn about our events, get involved, and stay up to date with everything TXST AMA. AMA is working hard to make this year the best one yet.

This semester has been one of the strongest yet for TXST AMA. We have connected with many members and accomplished some truly AMAzing things together. We've given back to our community through food drives, tabling, and volunteering events. These initiatives were organized by Imoya Lovelady and our newest Co-Director of Community and Social Impact, Audrey Lemons. We are thrilled to welcome Audrey to the director team, and she will be helping us make an even bigger impact in the San Marcos community.

As the semester starts to come to a close, we are excited for what the future holds. With the momentum built this fall, TXST AMA is ready to finish strong and step into next semester with even bigger goals, bolder ideas, and a growing community of marketers.



From left to right Makenzie Hines, Vanya Cardenas, Addi Villegas, and Ana Valdes

Texas State University

The Center for Professional Sales

International Collegiate Sales Competition (ICSC)

Incredible news from the International Collegiate Sales Competition (ICSC)! We have not one, not two, but four international champions Avery Hernandez and Kylie Hill tied for 1st place out of 160 competitors in the Speed Selling Competition!

Andrea Mota and Riley Singleton captured 1st place out of 60 teams in the Case Management Competition! To top it all off, Texas State University placed 3rd overall out of more than 90 universities competing at ICSC! Congratulations to our incredible team — your talent, dedication, and professionalism have made us all immensely proud.

A heartfelt thank-you to our outstanding coaches, faculty, staff, and corporate partners who made this success possible.



From left to right Dr. Derrek Schartz, Dr. Aditya Gupta, Avery Hernandez, Jocelyn Young, Jessica Redman, Riley Singleton, Andrea Mota, Claire Mayden, Kylie Hill, Mr. Juan Holguin, and Molly Akers



Speed Selling Texas State winners from left to right, Kylie Hill and Avery Hernandez

Texas State University

The Center for Professional Sales Sales Recognition Dinner



From left to right Dr. Gail Zank, Dr. Anna Turri, Dr. Derrek Schartz, Mr. Juan Holguin, and Dr. Linda Alkire



From left to right Jessica Redman, Jocelyn Young, Kylie Hill, Andrea Mota, and Riley Singleton

Congratulations to the Professional Sales students on their upcoming graduation and on earning their Sales Certification.

We wish you the absolute best on all your future career endeavors!



Center for Professional Sales students

The Center for Professional Sales

Fastenal Competition



Kylie Hill

Congratulations to our very own Ms. Kylie Hill for winning Regionals at the Fastenal National Sales Invitational! This remarkable accomplishment has earned her a place on the national stage, where she will compete against 16 of the top collegiate sales students from across the country.

Sales Excellence Forum with LPL Financials' Ms. Les Carrington



From left to right Mai C. Maye, Kai Todd, Le's Carrington, and Kennedy Kiemsteadt

Texas State University

The Center for Professional Sales

Sales Classroom Speakers



SWBC's CEO Kevin Witcher



Aramark



Enterprise



Fastenal



Texas Monthly

Texas State University

The Center for Professional Sales Site Visits



LPL Financial



Comparion



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

Connect with Us!

X @TXSTMCCoy

Instagram @TXSTMCCoy

Facebook /TXSTMarketing

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

Newsletter Editor

Breanna Evinger
xks2@txstate.edu

Emily Rayburn
pwr15@txstate.edu