

# 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 an information session in which you can learn more about our ***Master of Science in Marketing Research and Analysis*** program.



**FRIDAY, FEB. 13**  
12PM – 1PM CST



**MONDAY, FEB. 23**  
5PM - 6PM CST



Learn more about the MSMRA program & how to apply!

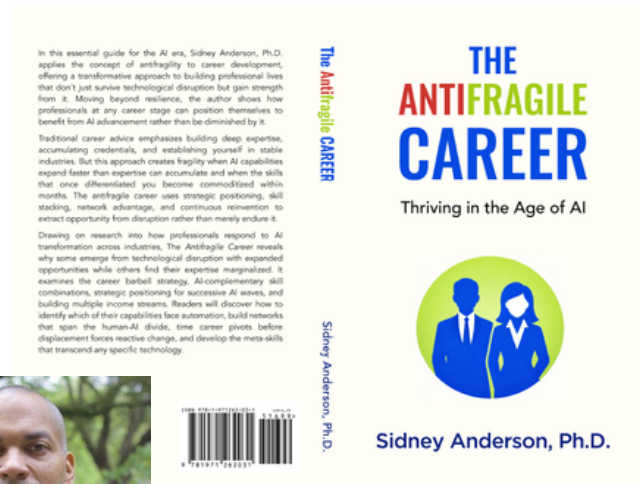
For more information: [marketing.mccoy.txst.edu](http://marketing.mccoy.txst.edu)



# DEPARTMENT UPDATES

## New Publication from Dr. Sidney “Skip” Anderson

Congratulations to Dr. Sidney “Skip” Anderson for his recent publication, *The Antifragile Career*.



Dr. Sidney “Skip “ Anderson

## Dr. Rick Wilson Awarded the Brandon Dee Roberts Excellence Professorship



Dr. Rick Wilson

Congratulations to Dr. Rick Wilson for receiving the Brandon Dee Roberts Excellence Professorship for a three-year term.

## Dr. Linda Alkire Receives the Wilson Research Award

Congratulations to Dr. Linda Alkire for receiving the Wilson Research Award from the Center for International Studies.



Dr. Linda Alkire



# Research Spotlight

## Journal Article

**Suh, T. (2026).** Conceptualizing a Business Model Typology of Phygital Customer Experience to Build and Manage Phygital Ecosystems. *Journal of Macromarketing*, <https://doi.org/10.1177/02761467251411511>

## Books

Satornino, Cinthia and **Nancy Sirianni** (2026). *At the Helm: Navigating the Next Era of Sales Management*. Kendall-Hunt. <https://he.kendallhunt.com/product/helm-navigating-next-era-sales-management>

## Academic Conferences

*20th Cross Cultural Research Conference, Mérida, Yucatán, Mexico*  
Dr. Fernanda Muniz (Presenter)

## Engagement Services

*Dr. Linda Alkire has been invited to serve as a MICA Global Scholar Fellow. MICA (Mudra Institute of Communications, Ahmedabad) is a leading Indian business school specializing in strategic marketing and communication, with a strong national and international reputation for excellence in marketing, communication, consumer insights, and industry-engaged scholarship. This prestigious, multi-year fellowship and its associated grant focus on mentoring and supporting doctoral students, strengthening MICA's research initiatives, and fostering international collaboration that advances high-quality, impactful marketing and service scholarship.*

*Dr. Linda Alkire co-chaired the 2025 John A. Howard / AMA Doctoral Dissertation Award, the most prestigious award for doctoral students conferred by the American Marketing Association, recognizing outstanding doctoral dissertations in marketing. The winners of this year's award can be found [here](#).*



# AMA Spring Kickoff

This past semester gave Texas State AMA a lot to be proud of, and the upcoming months are packed with even more opportunities to grow together as a chapter. Over the last year, the chapter has continued to build its reputation through strong involvement, competitive success, and a focus on member development. From hosting engaging events on campus to showing up at regional and national levels, Texas State AMA members are consistently finding new ways to learn, lead, and make an impact in the marketing community.

Over the past semester, members got involved in a variety of events that balanced professional growth, community building, and fun. The soccer and volleyball intramural teams gave members a chance to connect outside of meetings, build teamwork skills, and represent AMA in a more casual setting. Signature events like the etiquette dinner helped students practice professional dining skills and networking in a low-pressure environment, preparing them for future interviews, banquets, and corporate events.



AMA members



Sofia Helguera and Natalie Brunello

The chapter also continued key traditions such as Marketing Week and the Texas State University Regional Conference, both of which highlighted AMA's commitment to career readiness and real-world learning. Marketing Week brought together speakers, activities, and workshops that showcased different paths in marketing and helped members strengthen skills they can use in internships and full-time roles. The TSU Regional Conference created space for chapter-to-chapter idea sharing and gave students the chance to learn from other AMA leaders while sharpening their own leadership and presentation skills.

# AMA Spring Kickoff

Looking ahead, there is even more to be excited about. The 2026 AMA International Collegiate Conference (ICC) will be held in Chicago from March 12–14, offering members the chance to compete, network, and learn alongside top marketing students and professionals from across the country. ICC typically features keynote sessions, skill-building workshops, research and case competitions, and a high-energy environment that helps students level up their marketing knowledge and confidence.

In February, Texas State AMA will also help lead the collegiate community by hosting a regional-style conference on campus, bringing AMA students together for professional development and networking. Regional events often include speaker sessions, competitions, and chapter-to-chapter idea sharing, which give members a valuable space to apply what they've learned throughout the year and build momentum heading into ICC. With the ICC conference in March, the Regional Conference at Texas State in February, and many more events to come, this spring is full of opportunities for members to get involved, grow their skills, and continue raising the bar for what the chapter can achieve.



Leonardo Luna, John Roark, Knox Lewis, Taylor Shawler, Summer Bermea, Hailey Hesselstine, and Olivia Campbell



# The Center for Professional Sales

## Sales Students/Alumni *Highlight*



**DILLION ELLISOR**



Accepted position  
with Enterprise  
Mobility



**COURTNEY  
BEAL**



Accepted position  
with Fastenal



**ANDREA  
MOTA**



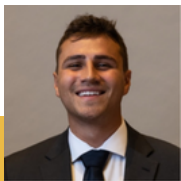
Accepted a position  
with 3M



**JESSICA  
REDMAN**



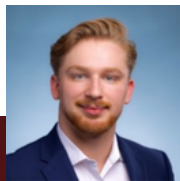
Accepted a position  
with Gartner



**DOMINICK  
WEBB**



Awarded #1 in the Region  
for Gartner. Promoted to  
Business Development  
Manager in the Large  
Enterprise Division



**KADE CAMPBELL**



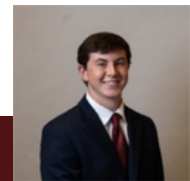
Promoted to Territory  
Manager at BD



**GUILLERMO  
OLVERA**



New position as a  
Senior Customer  
Success Supervisor  
at UPS



**COLE  
KRUEGER**



Recognized with  
Protector Award  
from Comparion

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

## Meet our new sales staff!

We are proud to officially introduce our new Graduate Assistant, Ms. Riley Singleton, to the Sales Student Staff for the Spring 2026 semester!

She will work alongside Ms. Tori West (graduate assistant), Ms. Leasia Harrington (undergraduate assistant), and Ms. Felisha Fontenot (Program Coordinator).

We look forward to a successful semester and thank this team for their ongoing commitment to supporting the Center for Professional Sales.



Riley Singleton

## Corporate Partner Updates

The Center for Professional Sales is excited to kick off the new year with big news for 2026: Taylor Morrison has joined the Center for Professional Sales as our newest corporate partner!

As one of the nation's premier homebuilders and developers, Taylor Morrison is known for its unwavering commitment to quality craftsmanship, exceptional customer experiences, and community-focused design.

We're thrilled to bring this partnership to our students and can't wait for what's ahead!



# The Center for Professional Sales

## Sales Center Updates



Dr. Derrek Schartz, Mollie Hurst, and Molly Akers

Following completion of our Sales Graduate Survey from December, we've had a 100% placement rate and an average pre-commission offer of approximately \$70,000.

## Save the Dates

- ICSC Celebration - February 27, Located in McCoy Hall – We will celebrate our championship team from last year's International Collegiate Sales Competition. During this event we will recognize our student competitors and commend them for their outstanding performance.
- Internal Competition – February 20, located in McCoy Hall - Students will compete in a speed selling competition, proudly sponsored by Comparion.

## Welcome back students!



Center for Professional Sales students

The Sales Center looks forward to another successful, record-breaking semester!



# 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!

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### Newsletter Editor

Breanna Evinger  
[xks2@txstate.edu](mailto:xks2@txstate.edu)

Emily Rayburn  
[pwr15@txstate.edu](mailto:pwr15@txstate.edu)