

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.



MONDAY, MAR. 9
5PM – 6PM CST



FRIDAY, MAR. 27
12PM - 1PM CST



Learn more about the MSMRA program & how to apply!

For more information: marketing.mccoy.txst.edu

DEPARTMENT UPDATES

Blake Lyons and RBFCU donates

We wanted extend a big thank you to Blake Lyons, Senior Vice President of Marketing and Business Development at Randolph Brooks Federal Credit Union, for making a donation to our Marketing Advisory Board scholarship fund!



Dr. Anna Turri and Blake Lyons

Panel discussion for McCoy's Business Leadership Week

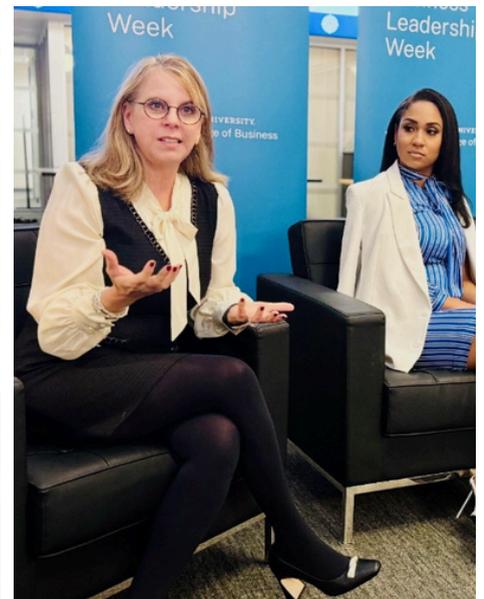
Thank you to those that participated in BLW, especially Blake Lyons for being part of the Leadership in Marketing panel. Mr. Lyons moderated this discussion on marketing strategies, innovation and leadership skills. Professor Maurizio Turri and Dr. Linda Alkire were both a part of the Dressing for Success panel, with a focus on how attire and grooming impact professional image, confidence, and career advancement. Finally, thank you Elizabeth Terrell, SVP and Chief Development Officer at Aramark. Ms. Terrell participated in the Women in Business panel, having a conversation with women who hold leadership positions in business.



Alan Beck, Paitra Pleasant,
Blake Lyons



Professor Maurizio Turri and
Dr. Linda Alkire



Elizabeth Terrell and Tiffany
Mahone



Research Spotlight

Journal Article

Madhavaram, S., Appan, R., **Badrinarayanan, V.**, & Houshmand, H. (2026). Microfoundations of Sales and Sales-Allied Capabilities. *Journal of Personal Selling & Sales Management*, 1-46. DOI: <https://doi.org/10.1080/08853134.2025.2608587>

Academic Conferences

2026 American Marketing Association Winter Academic Conference, Madrid, Spain
Dr. Linda Alkire served as:

oAcademic Council Member, AMA Academic Council Meeting

- Attendee, Organizational Frontlines Research Pre-Conference
- Discussant, Special Session
- Mentor, Sheth Foundation Doctoral Consortium Mentor Breakfast

AMA Kicks Off Spring Semester

February marked AMA's first month back for the semester, and we started strong with an AMAzing first meeting that welcomed new members and reconnected returning ones. Everyone got a refresher on AMA's goals, structure, and all the ways our organization supports students interested in marketing. We also had a blast at our Community and Social Impact events and can't wait for everything March has in store!

Our Community and Social Impact (CSI) team kicked off the semester with two meaningful events that brought positivity and learning to campus. For Valentine's Day, members hosted a booth on the Quad where students wrote positive affirmations and shared candy to spread kindness. Earlier in the month, we celebrated Black History Month with an interactive booth focused on Black entrepreneurship, featuring educational games and discussions. Both events were a great success, and we're excited for more opportunities to make an impact this semester!



Member: Imoya Lovelady

Our first meeting of the semester was a huge success! We loved reconnecting with returning members and welcoming new faces to the AMA family. The meeting kicked off with an overview of our organization's goals and structure, followed by time for members to network and get to know the directors leading each committee. It was inspiring to see so much enthusiasm and curiosity from everyone who attended. We can't wait to dive into all the exciting projects our directors have planned for the semester ahead!

On February 28, Texas State AMA had the incredible honor of hosting this year's Regional Conference at McCoy Hall! Members participated in competitions such as Resume Critique, Perfect Pitch, Marketing Strategy, and Sales Role Play, showcasing their talents and gaining valuable insights from industry professionals. The event was a rewarding experience filled with networking, learning, and inspiration for everyone involved.

AMA Kicks off Spring Semester

This March, a group of dedicated Texas State AMA members will be traveling to Chicago for the International Collegiate Conference (ICC), taking place March 11–15. Our team has been preparing for months to represent our chapter among some of the best AMA programs in the nation. The conference will offer exciting opportunities for competition, networking, and professional growth. We can't wait to see our members showcase their hard work on the national stage!

February was an exciting start to the semester, and we couldn't be prouder of everything our members accomplished. From connecting with new faces to hosting inspiring events and conferences, AMA is off to a strong start.



Members Left to Right: Makenzie Hines , Aubrey Lemons

We're grateful for everyone's enthusiasm and involvement so far, and we're eager to see what the rest of the semester has in store. The future is bright for Texas State AMA!

Texas State University

The Center for Professional Sales

Sales Students/Alumni *Highlight*



CLARA SOLIS



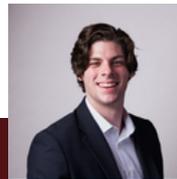
Promoted to Inside Sales Account Executive II on the Small Business Acquisition team



PEDRO CALDERON



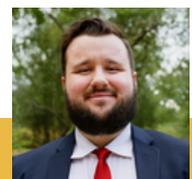
Promoted to Strategic Account Representative - National Accounts



ETHAN GOODWIN



New role in Dell's Media Marketing team as a Paid Social Junior Associate



AUSTIN WHEELER



New position as a Business Development Manager at Gartner

See our LinkedIn for extended descriptions and additional information!

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

Internal Speed Selling Competition sponsored by Comparion

The Center for Professional Sales is pleased to announce the successful conclusion of its Internal Speed Selling Competition, proudly sponsored by Comparion. The event highlighted the extensive preparation, talent, and exceptional skill demonstrated by our sales student competitors. We are proud of all participants and extend our sincere congratulations to the following winners:

Winners!

- ★ First Place - Ryan Barakat
- ★ Second Place - Avery Hernandez
- ★ Third Place - Kylie Hill



Left to Right: Kylie Hill, Ryan Barakat and Avery Hernandez

We are deeply grateful to Comparion for their generous sponsorship and continued support. A special thank you to Mr. John Bem, Regional General Manager, VP of Comparion, for delivering an insightful and inspiring keynote address.

ICSC Celebration



ICSC winners with Faculty

The Center for Professional Sales was proud to officially celebrate our champion International Collegiate Sales Competition (ICSC) team on February 27th. We sincerely thank everyone who joined us in this celebration and send a special thank you to the Marketing department for supporting us in celebrating our students.

We extend special recognition to our outstanding team members: Ms. Kylie Hill, Ms. Avery Hernandez, Ms. Jessica Redman, Ms. Jocelyn Young, Ms. Riley Singleton, Ms. Andrea Mota, and Ms. Claire Mayden, along with Assistant Coach Ms. Molly Akers and Head Coach Dr. Derrek Schartz. Texas State earned third place overall, with Ms. Kylie Hill and Ms. Avery Hernandez each placing first in Speed Selling, and Ms. Riley Singleton and Ms. Andrea Mota earning first place in Case Management. Thank you all for representing the Center for Professional Sales and Texas State University with excellence.

The Center for Professional Sales

Interview Express



Sales Students in attendance at Interview Express

The Center for Professional Sales at Texas State University proudly wrapped up another successful **Interview Express** event this semester! With more than 20 corporate partners and hundreds of students in attendance, the event created an exciting space for connection, opportunity, and professional growth.

Our sales students had the opportunity to network directly with industry leaders, ask meaningful questions, explore job and internship opportunities, and build relationships with organizations they are passionate about. The energy in the room reflected the strength of our program and the bright future ahead for our students.

A special thank you to our dedicated sales staff and faculty, our incredible corporate partners, and, of course, our outstanding students for making Interview Express such a tremendous success.

Class Visits

Our sales classes enjoyed numerous visits by corporate partners this month. Through direct engagement with students, our corporate partners help provide valuable insight into their organizations while sharing information about job and internship opportunities. These interactions help students better understand the wide range of career paths available within the sales profession and bring real-world perspective to the classroom experience.



Gartner class visit, K'Shanna Fludd with students



Enterprise class visit, Mr. Holguin with Students

- ★ Gartner
- ★ Enterprise
- ★ Rush Enterprises
- ★ Fastenal
- ★ Cintas
- ★ Ferguson
- ★ LPL Financial
- ★ Comparion

The Center for Professional Sales

Site Visits



Dr. Derrek Schartz and students at Enterprise Mobility

This month, Enterprise Mobility graciously hosted our sales students for an on-site visit. During the visit, students had the opportunity to tour the facilities, engage in meaningful conversations with executives and team members, and gain firsthand insight into what it means to be a sales professional within these organizations.

Visiting International Scholar



Ms. Flavia Antonelli

The Center for Professional Sales would like to thank Ms. Flavia Antonelli for her time at Texas State University, where she conducted research, working on her thesis under the mentorship of Dr. Linda Alkire. Ms. Antonelli traveled from Rome, Italy, where she is pursuing her master's degree. We are grateful for her valuable research contributions and her assistance with the Center for Professional Sales during her time at Texas State.

Save the Dates

NCSC Competition – Our Spring 2026 Sales Team, consisting of Ms. Kendall Pozzi, Ms. Claire Mayden, Ms. Lauryn Ochoa, Ms. Jordan Wright and Ms. Ashlyn Dill, with the help of Assistant Coach Ms. Riley Singleton and Head Coach Mr. Juan Holguin, will compete in the National Collegiate Sales Competition (NCSC) on March 6-9th in Kennesaw, Georgia. Eat 'em up!



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 OF
MARKETING**

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