

# Department of Marketing *Newsletter*

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DEPARTMENT OF  
MARKETING

# 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, APR. 13**  
5PM - 6PM CDT



**FRIDAY, APR. 24**  
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

## Advisory Board Meeting

On March 6<sup>th</sup>, the Department of Marketing welcomed its Advisory Board members, Angela Brutsche, JR Clark, Brooke Flemings, Robert Gilbreath, Michelle Harper, Blake Lyons, Mark Nanez, and Debbie Serot, to discuss current topics in the marketing world and guide the growth of our department.



Department of Marketing Faculty and Department of Marketing Advisory Board members

The day included marketing students involved in SIFE and AMA leading the Gen-Z panel, followed by the Faculty AI panel moderated by Dr. Sidney “Skip” Anderson. Thank you to everyone who helped our Advisory Board feel welcomed!



Left to right: Dr. Sidney Anderson, Dr. Fereshteh Zihagh, Dr. Ayan Ghosh Dastidar



Left to right: Dr. Enrique Becerra, Dr. Nancy Sirianni

## Save the Dates

Spring Research Forum with Dr. Linda Price – 4/23

# Research Spotlight

## Journal Article

**Rayburn, Steven W.**, Luis García-Tello, **Sidney T. Anderson**, Alejandro Fontana, and **Jeremy J. Sierra** (2026), "To Do is to Be: Workplace Design to Support Employee Prosocial Motivation at the Organizational Frontline," *European Journal of Marketing*, 60 (13), 175-201. <https://doi.org/10.1108/EJM-02-2025-0166>.

## Awards

Dr. Nancy Sirianni and co-authors won the 2026 Excellence in Research Award from the AMA Global Marketing Special Interest Group for an article (see below) published in the *Journal of International Business Studies* in 2019. This award recognizes an outstanding article published in a widely recognized and highly respected refereed journal that has made a significant contribution to the global marketing literature.

Magnusson, P., Westjohn, S. A., & **Sirianni, N. J.** (2019). Beyond country image favorability: How brand positioning via country personality stereotypes enhances brand evaluations: Peter Magnusson et al. *Journal of International Business Studies*, 50(3), 318-338. <https://doi.org/10.1057/s41267-018-0175-3>.

# AMA Takes on ICC

This March, TXST AMA had the amazing opportunity to attend the International Collegiate Conference (ICC) in Chicago, Illinois. This is a trip our chapter has been looking forward to all year, and it was an incredible chance to learn, compete, explore a new city, and connect with AMA students from across the country. Members participated in competitions such as Market Place Simulations, Design Lab, Digital Marketing, and the chapter t-shirt competition, proudly representing Texas State and showcasing the creativity and talent within our organization.

We are so proud of our members who brought Bobcat pride! Our AMA chapter, led by executive board members Ana Valdes (President), Vanya Cardenas (Co-Vice President), and Deondre Brock (Co-Vice President), was recognized as a Top 25 chapter.

We also want to give recognition to our members who placed well nationally:

Perfect Pitch Competition - 590 participants

- ★ 1st Place – Hailey Hesselstine
- ★ 8th Place – Addison Villegas
- ★ 9th Place – Diego Vacaflares
- ★ Honorable Mention – Daisy Brant

Marketing Strategy Competition - 110 teams

- ★ 7th Place – John Roark & Addison Villegas



Left to Right: Avery Heartman, Vanya Cardenas, Daisy Brant, Ana Valdes



AMA International Collegiate Conference presentation

# AMA Looks Ahead

We also announced our 2026–2027 executive board this month! Congratulations to Vanya Cardenas, our new president, and to our new vice presidents, Leonardo Luna and Yerannia Castillo. This new leadership team has already started planning for the upcoming year: looking at ways to grow membership, create more impactful events, and continue our tradition of excellence within AMA. We are excited to see how they lead TXST AMA, the new ideas they will bring, and the impact they will make in their roles next year.



Dr. Stacey Sanders and Texas State AMA's International Collegiate Conference competitors

As we wrap up an exciting March, we are grateful for everyone who has supported the chapter by attending meetings, volunteering, competing, or cheering on our members from home. ICC and our new executive board announcement are great examples of what can happen when motivated students come together around a shared passion for marketing and professional development. We cannot wait to see how this momentum carries into the rest of the semester and sets the tone for an even stronger year ahead.

Texas State University

# The Center for Professional Sales

## Sales Students/Alumni *Highlight*



Nicole Cox



Closed the top storage deal in all of Medium Business for Week 4 at Dell



Matthew Del Bosque



Accepted a position with Abbott Diabetes Care as a Diabetes Sales Associate



Guillermo Olvera



Recognized as a UPS Champions Circle – Gold (Top 3%) for 2025



Kyle Kitagawa



#1 Revenue Generating BDX in region 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

## National Collegiate Sales Competition

In March, our National Collegiate Sales Competition (NCSC) Team traveled to Kennesaw, Georgia to compete. We are proud to announce that our team returned home with a National Speed Selling Championship, with Ms. Lauryn Ochoa earning a national placement. She earned the #1 spot out of 40+ competitors in the TriNet competition.



Left to right: Claire Mayden, Ashlyn Dill, Jordan Wright, Kendall Pozzi, Lauryn Ochoa

## NCSC Team



Left to right: Juan Holguin, Claire Mayden, Ashlyn Dill, Jordan Wright, Kendall Pozzi, Lauryn Ochoa, Riley Singleton

- ★ Roleplay - Ashlyn Dill & Jordan Wright
- ★ Speed Selling - Lauryn Ochoa, Kendall Pozzi, & Claire Mayden
- ★ Head Coach - Juan Holguin
- ★ Assistant Coach - Riley Singleton

We are incredibly proud of our team for competing and representing the Center for Professional Sales at Texas State University with professionalism and pride.

# The Center for Professional Sales

## AI Symposium



Dr. Linda Alkire

Dr. Linda Alkire, Director of the Center for Professional Sales, had the privilege of speaking at the Texas State University AI Symposium, where she presented on the evolving role of artificial intelligence in the field of sales.

During her session, she discussed how AI is transforming modern sales practices and highlighted how it is being integrated into sales education. By using AI-driven tools and simulations in our classrooms, students can practice sales conversations, experiment with strategies, and receive immediate feedback. This approach helps students build confidence and refine their skills as they prepare for real-world sales roles.

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## Class Visits

This month, students in our sales courses had the pleasure of hosting representatives from one of our valued corporate partners, Dell. Ms. Heidi Romero, a Texas State Bobcat alumna, and Mr. Michael Henehan spent time connecting with students and discussed Dell's organizational culture, career opportunities, and internship pathways. Their visit offered students a closer look at the diverse opportunities within the sales profession while enriching the classroom with practical industry perspectives.



Dell class visit, students with Heidi Romero and Michael Henehan

**We hope you enjoyed a wonderful Spring Break Bobcats, welcome back!**



# 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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