

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



MONDAY, MAY. 11  
5PM - 6PM CDT



FRIDAY, MAY. 22  
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

## Dr. Brittany Pharr Dissertation Presentation

Dr. Brittany Pharr visited our department on April 10th and discussed the cultural ties to consumers' reactions to organizational shifts with brands. Her dissertation began a discussion with the Department of Marketing faculty about niche markets and consumers' cultural nuances in response to changes, such as Mielle's founder selling the company to the mass market giant, Procter & Gamble, and the reason consumers have such strong reactions to the news.

Thank you, Dr. Pharr, for having such a nuanced discussion with our faculty!



Dr. Brittany Pharr presenting her dissertation

## Dr. Linda Price Presents at Spring Research Forum

On April 23rd, Dr. Linda Price met with the Department of Marketing faculty, along with others, and presented at our 2<sup>nd</sup> Annual Spring Research Forum. Dr. Linda Price is a highly distinguished member of the marketing community for her research and service contributions. Dr. Price's consumer-focused research has impacted service marketing, brand relationships, customer experiences, and sustainability practices.

Dr. Linda Price has experienced all realms of a marketing academic, including serving as Editor of the Journal of Consumer Research, President of the American Marketing Association Academic Council, and as a Professor of Marketing. Dr. Price continues to serve the marketing community as a professor and an advisory board member of various marketing journals.

Thank you, Dr. Price, for coming and engaging with our department!



Dr. Linda Price with the Department of Marketing faculty and MSMRA students



Dr. Linda Price presenting *Doing Relevant Research in a Rapidly Changing World*

# DEPARTMENT UPDATES

## Marketing Faculty Receive Teaching Innovation Fellowship

On April 24<sup>th</sup>, the Department of Marketing faculty received recognition for their research ideas and progressive visions for the McCoy College of Business.

Dr. Alkire and Dr. Schartz were selected in a tie to receive the 2026 McCoy College Dean's Teaching Innovation Fellowship at the Master Teacher Showcase on April 24<sup>th</sup>. They proposed integrating AI sales simulations into course curriculum. This strategy helps maintain a forward-looking curriculum and allows students to keep up with job market trends.



Left to right: Mr. David Angelow, Dr. Eric Kirby, Dr. Linda Alkire

## Marketing Students Inducted into Beta Gamma Sigma

The Department of Marketing is proud to recognize undergraduate Marketing students and graduate students in our M.S. in Marketing Research and Analysis program for all their hard work that led to their induction into Beta Gamma Sigma.

Beta Gamma Sigma recognizes undergraduate students in the top 10% and graduate students in the top 20% of their class based on Texas State GPA.

### Marketing Inductees

- ★ Avery Aguilar
- ★ Mia Becker
- ★ Daisy Brant
- ★ Edward Brown
- ★ Natalie Brunello
- ★ Lily Erb
- ★ Pamela Herrera Gonzalez
- ★ Kylie Hill
- ★ Miina Hoyle
- ★ Knox Lewis
- ★ Sydney Magennis
- ★ Bailey Mangan
- ★ Alyssa Martinez
- ★ Reese Mcfarland
- ★ Maria Herran Murcia
- ★ Audrey Packer
- ★ Mariana Palacios-Suaste
- ★ Francesca Pietropinto
- ★ Analia Rivera
- ★ Savannah Sheedy
- ★ Yulissa Castillo Valerio
- ★ Jake Zimmermann

### MSMRA Inductees

- ★ Imtiaz Chowdhury
- ★ Julijana Matovic
- ★ Shafia Peau
- ★ Graciela Ruiz
- ★ Pamela Vilchez

## Service Learning in Action: Campus Dining Challenges

Students in Professor Stacey Sanders' Marketing Research course partnered with Chartwells Higher Education to address challenges for Tu Taco, a campus dining option. Acting as marketing consultants, they studied student awareness and perceptions regarding value, convenience, and experience. This collaboration provided actionable insights for Chartwells and applicable experience for the students.



Professor Stacey Sanders with Marketing Research students

# UNDERGRADUATE UPDATES

## Texas State Takes First Place in Advertising Competition

On April 9th, Texas State University took 1st place in the American Advertising Federation's District 10 competition in Dallas for the second year in a row and the fourth time in the past five years. Texas State progresses to the virtual round held on May 1st, with top schools moving on to the National Student Advertising Competition at the end of May. Last year, Texas State placed first in the nation over 100+ schools.

Dr. Rick T. Wilson led 10 marketing students in the fall research class: conducting market research, refining the target market, and articulating the marketing strategy for the NFL Youth program. Five of these students continued to the spring class, led by Dr. Mike Devlin from the School of Journalism and Mass Communication, and developed the creative and media strategies presented to industry judges. The members of the fall research class were James Almaraz, Emily Barrera, Daisy Brant, Victoria Chavez, Charlize Cosmas, Makenzie R Hines, Jude Kessler, Jayla Martinez, Kendall Pozzi, and Emma Van Dam.



From left to right: Emma Van Dam, Jude Kessler, Jayla Martinez, James Almaraz, Charlize Cosmas

Members who continued to the spring strategies course and delivered the final winning campaign for the NFL Youth Program were Charlize, Emma, James, Jayla, and Jude.

## Outstanding Undergraduate Student

We would like to recognize Riley Singleton as the Department of Marketing's Outstanding Undergraduate Student. Riley graduated Summa Cum Laude with a concentration in Professional Sales in December 2025. As a marketing student, Riley was an engaged member of Women in Business, AMA, and McCoy Ambassadors' Treasurer (2024-2025) and Vice President (2025). Her high involvement with the Center for Professional Sales led her to compete and earn 1st place in Case Management on the International Collegiate Sales Competition team. Riley is currently pursuing a Master of Business Administration and works as a Graduate Assistant for the Center of Professional Sales.



Riley Singleton

# GRADUATE UPDATES

## MSMRA Students Serve as Graduate Student Ambassadors

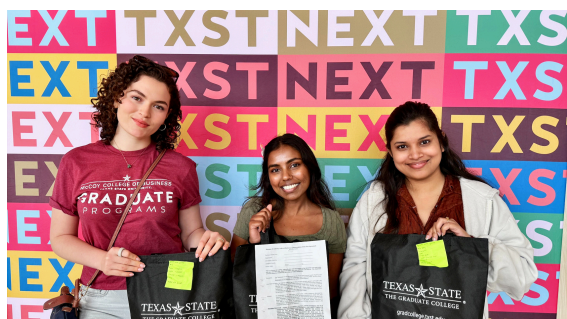


Left to right: Pamela Vichez, Rifa Tasnia, Priscila Rodríguez Bolaños

We are proud to recognize Priscila Rodríguez Bolaños, Rifa Tasnia, and Pamela Vilchez, students in the Master of Science in Marketing Research and Analysis (MSMRA) program, as Graduate College Student Ambassadors in the program's inaugural year.

Graduate Student Ambassadors represent the academic excellence, leadership, and spirit of Texas State University. In this role, Rifa, Pamela, and Priscila support the Graduate College by engaging with prospective and newly admitted graduate students, contributing to recruitment and outreach initiatives.

Their involvement reflects both their individual commitment to service and the strength of the MSMRA program in developing leaders who make a meaningful impact within and beyond the university.



Pamela with prospective students

## Lipsa Karmacharya Earns Top McCoy College Graduate Student Honor

Lipsa Karmacharya is the Outstanding Graduate Student for the Master of Science in Marketing Research and Analysis program for 2025–2026 and has also been named the McCoy College Outstanding Graduate Student, the highest honor for a master's student in the college.

Growing up in a small city in Nepal, Lipsa was determined to have the opportunities her family never had and pushed to attain the highest degree possible.

Lipsa graduated in December 2025 with a 4.0 in the Master of Science in Marketing Research and Analysis program and currently works as an E-commerce Management Trainee, where she makes sense of numbers and transforms them into campaigns, reports, and experiences that resonate with jewelry and lifestyle products.

During her time at Texas State University, she was an active member of the McCoy Association of Women MBAs (MAWMBA), served as a representative in the Graduate House of Representatives, and was inducted into Beta Gamma Sigma. She has also gained hands-on experience with her internship with the Texas Department of Agriculture's Southern United States Trade Association, bringing a global perspective to every challenge she tackles.



Lipsa Karmacharya

# GRADUATE UPDATES

## MSMRA Students Earn 2<sup>nd</sup> Place at 5th Annual Analytics Showcase

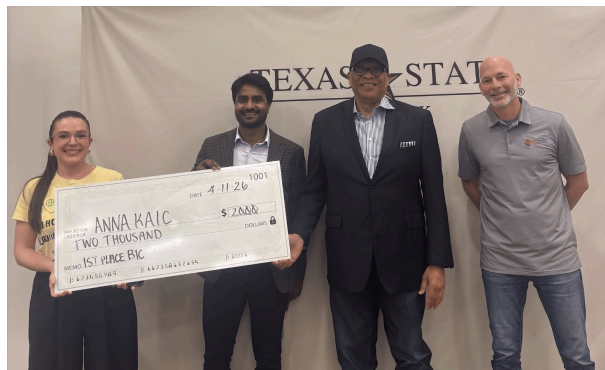
Master of Science in Marketing Research and Analysis students, Anna Kaić and Pamela Vilchez, along with Data Analytics and Information Systems student Sanskriti Chaulagain, presented their research, “AI Perceptions and Career Confidence Among TXST Students,” at the 5th Annual Analytics Showcase, where they earned 2nd place.

The study examined how students’ perceptions of AI influence their confidence in their future careers. As a creative extension, they developed an “AI Genie” experience that provided participants with an optimistic, personalized career prediction as a post-survey incentive.

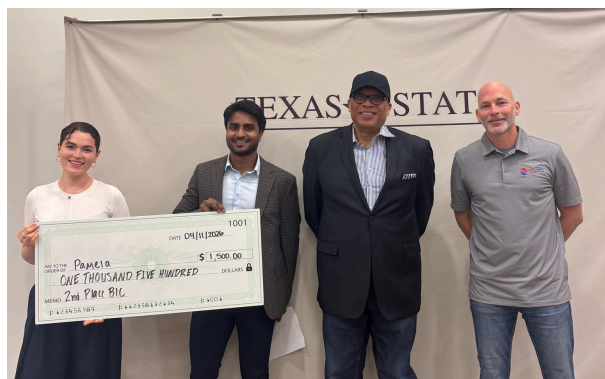


Anna Kaić and Pamela Vilchez

## MSMRA for the Win at the Bobcat Innovation Challenge



Anna Kaić and Bobcat innovation judges



Pamela Vilchez and Bobcat Innovation judges

The Bobcat Innovation Challenge at Texas State University showcased the intersection of innovation, technology, and real-world problem-solving.

Two MSMRA students earned top recognition in the competition through the development of innovative, AI-powered applications. Anna Kaić secured 1st place with CultureBridge, an app designed to support international students by helping them navigate cultural transitions and build community across campuses. Pamela Vilchez earned 2nd place with her project, Real Talk, an AI-powered language learning platform focused on improving real conversation skills, confidence, and access to native slang through interactive features.

# GRADUATE UPDATES

## MSMRA Students Participate in Graduate Student Appreciation Week

Every year, the Graduate College celebrates the TXST graduate student community with a week-long event: Graduate Student Appreciation Week (GSAW). This year, we had two of our MSMRA students contribute to this event.



Julijana Matovic presenting her letter at the Letters to Ourselves event

In the “Letters to Ourselves” section, Julijana Matovic shared a reflective letter on personal growth, challenges, and the significance of self-empowerment in pursuing dreams. She expressed gratitude for the Master of Science in Marketing Research and Analysis Program's support in her development. Her inspiring message encourages reflection on one's journey and self-support, emphasizing that trust in the right direction doesn't require seeing the entire path.

Graduate Student Ambassadors also provided some insights into their experiences during the Letters to Ourselves event. Another MSMRA student, Pamela Vilchez, shared some of her experiences as she continues to develop in the MSMRA program.



Pamela Vilchez at Letters to Ourselves event



Anna Kaić at the Graduate Student Research Conference

Anna Kaić participated in the Graduate Student Research Conference, where she presented her research titled “The Effect of Subject’s Gaze Direction on Advertisement Viewer Memory and Product Preference.” Through her work, she explored how subtle visual cues in advertising can influence both consumer memory and product preferences, offering insightful perspectives on consumer behavior and decision-making.

The Department of Marketing is proud to celebrate the accomplishments of our students. Their hard work, dedication, and passion continue to inspire our community, and we are grateful to see them represent our program with such excellence.

# Research Spotlight

## Publications

Dr. Linda Alkire authored an article titled “Bridging Academia and Industry: The Transformative Power of Corporate Partnerships in Sales Education,” published in the 2026 issue of the [Sales Education Foundation](#).

## Speeches and External Engagement

Dr. Linda Alkire was invited as a keynote speaker at the 40th anniversary celebration of the Center for Service Leadership at Arizona State University. The event brought together leading scholars in service research to reflect on the field’s evolution and future directions.

Dr. Linda Alkire was an invited speaker at a SXSW EDU panel in Austin on the “Dynamic Future of Marketing Education,” hosted by the American Marketing Association.

Dr. Aditya Gupta was invited to present a seminar at the Institute for Management Technology (IMT) in Ghaziabad, India, on the topic of social network and sales research.

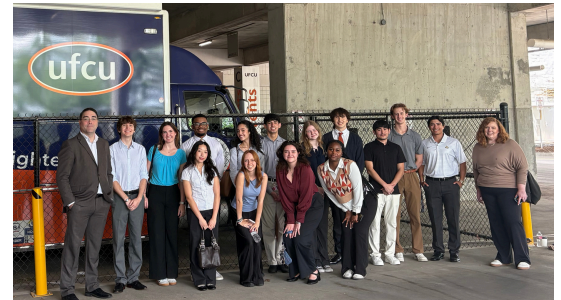
Dr. Aditya Gupta delivered a keynote at the ICM 2.0 conference hosted by the Indian Institute of Management - Bodh Gaya (IIM-BG) in India.



# AMA Connects with the Community

This spring, the Texas State American Marketing Association has focused on creating meaningful ways for members to learn and engage beyond the classroom. From professional site visits to college-wide connections, AMA has given students multiple avenues to grow as marketers and leaders while strengthening our chapter's community.

On April 14th, members visited UFCU Plaza in Austin to learn about marketing in financial services. Students heard from professionals about career paths, customer relationships, and marketing's role in UFCU's mission. As an AMA sponsor, UFCU offers opportunities for members to enhance their financial knowledge through events, connecting classroom concepts to real-world applications and developing professional and financial literacy skills. Thank you, UFCU, for your support!



AMA members visit UFCU Plaza



AMA intramural flag football team

On April 25th, the Texas State American Marketing Association hosted the second annual McCoy Charity Volleyball Event at Sewell Park, uniting student organizations from McCoy College of Business for a bracket-style tournament. Teams played for a donation to a nonprofit of their choice. The event fostered a lively and supportive atmosphere, showcasing campus spirit, collaboration, and student skills in making a positive impact.



AMA intramural volleyball team

## Co-advisor of AMA, Stacey Sanders, Receives Grant

We are excited to announce that Professor Sanders, co-advisor of AMA, received \$10,000 in funding for AMA's 2026–2027 International Collegiate Conference (ICC) Capacity-Building Initiative. This funding aims to increase student participation and support preparations for the national competition by providing additional travel support for underclassmen and open-access professional development, including coaching sessions and marketing simulation training. These efforts seek to engage students earlier, improve continuity, and enhance skill development, ultimately strengthening Texas State's national presence and the success of the organization.

# The Center for Professional Sales

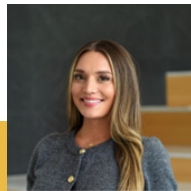
## Sales Students/Alumni *Highlight*



Allen Yaghmaie



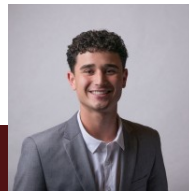
Started a new Branch Manager role with Enterprise Mobility



Emily Coleman



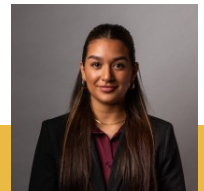
Recognized as Teammate of the Quarter, MVP of the Quarter, and awarded the Growth Award



Julian Matute Polo



Named SDR of the Quarter



Kathryn Mendoza



Returned to Cintas as a Management Trainee

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

## Graduate Student Employee of the Year

The Center is proud to announce that, for the second consecutive year, one of our outstanding Graduate Assistants has been selected to receive the Graduate Student Employee of the Year Award – Ms. Tori West! Tori is an invaluable member of the Center and a consistently reliable and knowledgeable resource for our team. In her role as Graduate Assistant and Student Director of the Sales Ambassadors, she provides ongoing training, mentorship, coordination, and support to the ambassadors. Tori also plays a key role in planning and executing events, including class visits, forums, and Interview Express, as well as maintaining regular communications with our corporate partners.



Tori West

Congratulations, Tori! We are incredibly proud of all of your achievements!

## Behind the Scenes Hero Nominee

We would also like to congratulate Ms. Leasia Harrington for being nominated for the Behind the Scenes Hero Award. As the Center's Undergraduate Assistant, Leasia goes above and beyond to deliver excellence to our events. Leasia is always willing to step up when needed, and we are incredibly thankful for her hard work and dedication to the Center.



Leasia Harrington

# The Center for Professional Sales

## Guest Lectures

Students in our advanced sales courses benefited from multiple engaging guest lectures delivered by industry professionals.

Mr. Ron Schultz, Vice President Sales & Marketing in the Industrial Power Systems Division at Caterpillar, was accompanied by Mr. Marquette Kennedy, Territory Sales Manager at Caterpillar Inc. Both are Bobcat alumni!

Another guest lecture was given by Mr. David Jabour, President of Twin Liquors and Chair of the Greater Austin Chamber of Commerce. In these sessions, guest speakers shared their professional experiences, offered practical advice, and provided valuable perspectives that enriched the classroom experience.

Thank you for coming and sharing valuable perspectives with our students.



Marquette Kennedy, Territory Sales Manager of Caterpillar Inc.



David Jabour, President of Twin Liquors and Chair of the Greater Austin Chamber of Commerce

## Site Visits

Our students had the opportunity to attend site visits at two of our corporate partners' facilities, Dell and Comparion. During these visits, students gained insight into each organization's office environment and culture, while also learning more about potential internship and full-time employment opportunities.



Students at Comparion



Dr. Derrek Schartz and students at Dell Technology

# The Center for Professional Sales

## Class Visits

This month, students in our sales courses had the valuable opportunity to host representatives from several of our esteemed corporate partners, including Henry Schein and Aramark. These in-class visits play an important role in strengthening the connection between our academic programs and the professional world.



Henry Schein class visit, David Pullig, Monique Sevin, and Micaela Tejada



Aramark class visit, Erin Moshier and Jennifer McBride



**Want to grow your professional skills?  
Join the Pro Sales Club!  
Thursdays at 6:30 PM in McCoy 113  
Dive into workshops, guest speakers,  
and interactive activities.**

**Have a great summer, Bobcats!**



# 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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## Connect with Us!

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