

Department of Marketing *Newsletter*

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DEPARTMENT UPDATES

Center for Professional Sales Earns SmartFox University Academy Bronze Certification

The Department of Marketing is pleased to announce that the Center for Professional Sales has earned the SmartFox University Academy Bronze Certification, a national recognition awarded to universities whose students collectively surpass 250,000 Salesforce Trailhead points through engagement and achievement in sales technology training.

This accomplishment highlights the Sales Center's ongoing commitment to integrating technology and experiential learning into the Professional Sales curriculum. Through SmartFox University Academy, students gain access to Salesforce, one of the world's leading customer relationship management (CRM) platforms, where they can develop practical skills in CRM, sales technology, business intelligence, sales analytics, pipeline management, and sales operations. Students also earn industry-recognized certifications and digital badges that strengthen their professional credentials and enhance their competitiveness in the job market.

The integration of sales technology into our curriculum has also boosted the academic strength of Texas State on a national stage. Texas State University currently ranks 10th among the top participating universities nationwide and is already approaching the next milestone of Silver Certification.

Since joining the program, students have accumulated nearly 500,000 Salesforce Trailhead points, earned more than 1,100 Trailhead badges, and completed nearly 800 SmartFox certification badges.

This recognition reflects the dedication of our students, faculty, and industry partners, while underscoring the Sales Center's commitment to preparing graduates for success in today's technology-enabled sales environment.



Salesforce SmartFox University Academy
Bronze Achievement badge

UNDERGRADUATE UPDATES

Texas State Earns 3rd Place in Advertising Competition

Texas State presented its campaign plans for the NFL at the National Student Advertising Competition in Austin and earned another trophy for the university on May 30th.

Out of 103 schools in the nation, Texas State University placed 3rd. Texas State University also received the Lumie Award for demonstrating the most interactive and creative application of Lumiere, an AI-powered user experience platform, in their presentation to judges. The Texas State team utilized the platform for its marketing research features of concept testing, capturing live audience feedback, and analyzing results.

Marketing students on the spring team that designed the plans alongside advertising and communication design peers included James Almaraz, Charlize Cosmas, Emma Van Dam, Jude Kessler, and Jayla Martinez, with Emma and Jude presenting the plans to judges. These students, alongside their marketing peers: Emily Barrera, Daisy Brant, Victoria Chavez, Makenzie R. Hines, and Kendall Pozzi, utilized the marketing research findings of the fall course to guide their strategic plans.

These accomplished students were guided all year long by Dr. Rick Wilson in the Department of Marketing and Dr. Mike Devlin, Sage Baker, and Cimin Cohen in the School of Journalism and Mass Communications.

Way to go, Bobcats!



Left to right: Emma Van Dam, Jayla Martinez, Dr. Rick Wilson, Jude Kessler, James Almaraz, Charlize Cosmas

Research Spotlight

Awards

Dr. Linda Alkire and co-authors were top 10 finalists for the AMA-EBSCO-RRBM Award for Responsible Research in Marketing for their article, “From Theory to Practice: A Collaborative Approach to Social Impact Measurement and Communication,” which was published in the European Journal of Marketing in 2025. The award recognizes credible and useful knowledge that can be applied to benefit society.

Congratulations to **Dr. Masoud Moradi** and **Dr. Aditya Gupta**, who received the 2026 McCoy College Dean's Summer Research Stipends!



Texas State University

The Center for Professional Sales

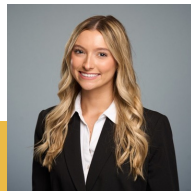
Sales Students/Alumni *Highlight*



Gracie Gomez-Garcia



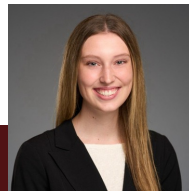
Promoted to Senior Sales Development Representative at Ping Identity



Jordan Wright



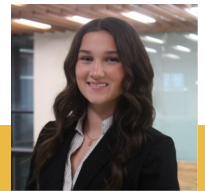
Accepted Account Development Representative position with Samsara



Kathryn Mendoza



Accepted an internship with Comparion



Hailey Hesseltn



Accepted an internship with Henry Schein

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

Sales Excellence Forum

In April, we had the pleasure of hosting Mr. John Chartier from TEKsystems for our Sales Excellence Forum, where he shared valuable insights on the growing role of AI in modern sales. During the session, students learned how artificial intelligence is transforming traditional sales practices across industries.

He also emphasized that while AI continues to shape the future of sales, the importance of human interaction remains stronger than ever. Mr. Chartier spoke about the value of adding a human touch, showing up consistently, and building genuine relationships—qualities that technology cannot replace. His informative and engaging presentation encouraged students to think critically about balancing innovation with authentic connection in today's evolving business world.



John Chartier of TEKsystems, talking with two students and Dr. Linda Alkire

Executive Advisory Board Meeting

The Center for Professional Sales hosted the first in-person meeting of our Executive Advisory Board on campus, welcoming more than 20 board members for a day of collaboration and engagement. During the meeting, attendees discussed industry best practices, heard directly from sales students and Sales Center champions, and worked together to shape future goals and strategic plans for the continued growth and success of the Sales Center. The event provided a meaningful opportunity to strengthen partnerships and align on a shared vision for the future.



Center of Professional Sales
Professors and Advisory Board
Members



Left to right: Elizabeth Terrell, Ron Schultz,
Greg Hermanson



Left to right: Kylie Hill, Avery
Hernandez, Hailey Hesseltine,
Jackson Molsberry

The Center for Professional Sales

The PRO Sales Club

The Sales Club proudly wrapped up a successful first semester as an official Texas State student organization, marking an exciting milestone for both members and campus involvement. Throughout the semester, the club provided students with valuable networking opportunities, professional development experiences, and meaningful discussions surrounding careers in sales from industry professionals and recent grads. Congratulations to the newly elected executive board, who will lead the organization into another promising year of growth and engagement. Meetings and events will resume in Fall 2026, and we look forward to welcoming both returning and new members as the club continues to expand its impact on campus.



2025-2026 PRO Sales Club members



Back row: Bruce Burkley Yurchak, Kai Todd, Leonardo Luna.

Front row: Savannah Sheedy, Leasia Harrington, Christian Compean

Sales Networking Mixer

The Center for Professional Sales hosted a Sales Networking Mixer, where we welcomed sales alumni, faculty, staff, and current sales students to come together and connect. The event provided a valuable opportunity for attendees to build relationships, share experiences, and discuss career opportunities within the sales industry. It was inspiring to see members of our Sales Center community engage with one another, strengthen professional connections, and support the next generation of sales leaders.



Left to right: Kai Todd, Nolan Haecker, Lindsay Bochantin, Mariam Medina, Izzy Morse



Sales Networking Mixer Attendees

The Center for Professional Sales

Celebration Dinner

Last month, we had the pleasure of hosting our annual Celebration Dinner, recognizing the outstanding accomplishments of our sales graduates, competition teams, and the continued success of the Sales Center. The evening was filled with pride, reflection, and excitement as we honored the hard work and dedication of our students throughout the year. A special shout out to Ms. Bethany Kocik, our two-time winner of the Sales Ambassador Excellence Award, as well as our distinguished guest and alum, Mr. Jordan Johnson, for establishing and dispersing the “Johnson Sales Award of Distinction” to our ICSC and NCSC teams. Congratulations to all our graduates and award recipients, we are proud of everything you have achieved and look forward to seeing your continued success in the future!



Left to right: Dr. Linda Alkire, Bethany Kocik, Mr. Juan Holguin



Sales professors, ICSC team members, and NCSC team members with Jordan Johnson



Spring 2026 Sales graduates



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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