

Department of Marketing *Newsletter*

Contents

- MSMRA Info Sessions
- Department Updates
- Student Organizations
- Continued Success for the Department



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, SEP. 18
12PM – 1PM CDT



MONDAY, SEP. 28
5PM - 6PM CDT



Learn more about the MSMRA program & how to apply!

For more information: marketing.mccoy.txst.edu

DEPARTMENT UPDATES

Department of Marketing Faculty Reach Years of Service Milestones

Welcome back, Bobcats! We hope your semester is off to a great start! This year, many of our faculty members hit milestones for their years of service at Texas State University. We are grateful for their impact, dedication, and all the hard work they have done for the university!



Dr. Linda Alkire
10 years of service



Dr. Sidney "Skip" Anderson
10 years of service



Dr. Anna Turri
15 years of service



Mr. Ken Murdock
20 years of service



Dr. Gail Zank
25 years of service

DEPARTMENT UPDATES

Department of Marketing Recognition at McCoy College Meeting

On Thursday, August 13th, faculty and staff at McCoy College of Business kicked off the year by setting goals for the upcoming academic year and celebrating recognition from the past year's efforts. Five members of the Department of Marketing were voted for and received awards honoring their impact at the college.

Outstanding Graduate Faculty



Dr. Amy Watson
of the DBA program



Dr. Vishag Badrinathan
of the MSMRA program

Distinguished Teaching Award



Dr. Masoud Moradi with Dean
Ramchander

Dean Leadership Council Changemaker Award



Emily Rayburn
Administrative Assistant III

Faculty Leadership and Service Award



Dr. Linda Alkire with Dean
Ramchander

STUDENT ORGANIZATIONS

Ways to Get Involved

Looking to join a club, meet new people, and get involved with our department? Here is a list of our current student organizations! All majors are welcome!

See our [student resource webpage](#) for more information.

American Advertising Federation

Students participate in NSAC through a Fall research and marketing strategy course and a Spring advertising and media strategy course in partnership with Texas State's affiliated advertising student organization, [AAF TXST](#), in the School of Journalism.

Advisor: Dr. Rick Wilson

American Marketing Association

An organization with the mission of advancing the practice and appreciation of marketing for students and professionals who seek to increase their knowledge and skills through national and local programming, while providing a forum for peer networking and resource development.

Advisor: Mrs Stacey Sanders
Meets weekly on Wednesdays.



AMA at International Collegiate Competition

Entrepreneurial Innovators Group

EIG is a student organization that supports and participates in startups created by members. EIG works to connect students with innovative projects and international interaction through international partners, foster entrepreneurship in the process, and learn to build sustainable business ecosystems by realizing the inadequacy of our individualism and striking a balance between our freedom to pursue creative ideas and real-world requirements.

Advisor: Dr. Taewon Suh

STUDENT ORGANIZATIONS

Ways to Get Involved

PRO Sales Club

A new student-led organization with the mission of empowering students from all academic backgrounds to grow as communicators, professionals, and future business leaders through sales learning and development.

Advisors: Mr. Juan Holguin & Dr. Derrek Schartz
Meets weekly on Thursdays.



PRO Sales club members at meeting

Students in Free Enterprise

An international nonprofit organization that works with leaders in business and higher education to mobilize university students to make a difference in their communities while developing the skills to become socially responsible business leaders. Participating students form teams on their university campuses and apply business concepts to develop outreach projects that improve the quality of life and standard of living for people in need.

Advisor: Dr. Ravi Jillapalli
Meets every other Tuesday.





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**

Department Address

McCoy Hall 424
601 University Drive
San Marcos, TX 78666
Phone: (512) 245-7428

Connect with Us!

 @TXSTMCCoy

 @TXSTMCCoy

 /TXSTMarketing

 /school/mccoycollegeofbusiness/company/texas-state-department-of-marketing

Newsletter Editor

Mya Peyton
nag129@txstate.edu