TEXAS STATE UNIVERSITY
McCoy College of Business
DEPARTMENT OF MARKETING

Department of Marketing ***Newsletter***

Contents

- MSMRA Info Sessions
- Department Updates
- Undergraduate Updates
- Graduate Updates
- Research Spotlight
- Student Organizations Insights
- The Center for Professional Sales
- Continued Success for the Department



November 2026

TEXAS STATE UNIVERSITY
McCoy College of Business

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.



FRIDAY, NOV. 20
12PM - 1PM CDT

MONDAY, NOV. 30
5PM – 6PM CDT

Learn more about the MSMRA program & how to apply!

For more information: **marketing.mccoy.txst.edu**

DEPARTMENT UPDATES

Dr. Wilson Expands Connections in South Africa

In early October, Dr. Rick Wilson traveled to South Africa as a Visiting International Research Scholar at Tshwane University of Technology. He presented “From Sign to Synthesis: My 20-year Journey with Out-of-Home Advertising Research” at Tshwane University of Technology’s Dean’s Seminar for the Faculty of Management Sciences. He also served on the “Strategic Publishing for Career Development: From Research to Recognition” panel at the 19th International Business Conference in Hermanus, South Africa.

We’re proud to see our faculty sharing their expertise and building global connections.



Dr. Neneh Brownhilder and Dr. Rick Wilson



Dr. Wilson speaking at the 19th International Business Conference



From left to right: Jorja Wilkins, Dr. Therese Roux, Dr. Rick Wilson

Dr. Ghosh Dastidar and Dr. Gupta Host Research Forum

On October 16th, Dr. Ayan Ghosh Dastidar and Dr. Aditya Gupta hosted a research forum featuring Dr. Ashwin Malshe. Dr. Malshe presented “In the Eye of the Beholder: Disaggregating the Impact of Environmental and Social Performance on Firm Risk Across Customers, Employees, and Institutional Investors.” The presentation covers the portfolio choice of being customer- or employee-oriented, the trade-offs of the choice, and the effects on cash flow and customer value.

Thank you, Dr. Malshe, for coming and having an enriching discussion with our college!



Dr. Ashwin Malshe presenting



Department of Marketing faculty and Dr. Malshe



Dr. Turri and Dr. Malshe

UNDERGRADUATE UPDATES

Marketing Students Invited to Join Beta Gamma Sigma

Last month, many of our Marketing students were invited to join Beta Gamma Sigma based on their academic records. These students can choose to join the honor society and be inducted into a lifetime membership. 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. 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 their hard work, which earned them an invitation to Beta Gamma Sigma.

Undergraduate Marketing Students

Avery Aguilar
Kamerona Bradley
Ashley Briscoe
Natalie Brunello
Yulissa Castillo Valerio
Mikail Cuerquis
Dylan Gilkey
Mallory Guilott
Maria Herran Murcia
Kylie Hill
Brayden Knight
Mollie Laws
Sydney Magennis
Alyssa Martinez
Ryan Nguyen
Kendall Oten
Mariana Palacios-Suaste
Aholani Peralez
Francesca Pietropinto
Fabiana Requena Guillen
Taylor Robertson
Savannah Sheedy
Victor Soto Gutierrez
Caitlyn Velasco

MSMRA Students

Imtiaz Chowdhury
Corbyn Davis
Destiny Diaz
Ojaswi Khanal
Julijana Matovic
Shafia Peau
Graciela Ruiz
Pamela Vilchez Cordonero

NOVA Partners with Chick-fil-A Greater Austin

The student-run marketing agency, NOVA (previously known as BOKO Marketing Agency), has proudly secured Chick-fil-A Greater Austin as a client. Recent partnerships include Jax Burgers, The Bobcat Store, and Bagel Bros TX. NOVA specializes in helping local businesses realign their marketing image through both traditional and digital brand management.

Services Offered

- Brand Analysis: Assessing current strategies and recommending brand-consistent modifications
- Logo Redesign: Creating fresh, appealing visuals
- Website and Social Media Management: Enhancing online engagement and sales

This presents a fantastic opportunity for AMA members to acquire valuable, hands-on experience while elevating the agency's visibility and showcasing their work.

UNDERGRADUATE UPDATES

McCoy Student Team Wins Cognizant-Aston Martin AI Ideathon

On October 22nd, the McCoy student team secured 1st place in the Cognizant-Aston Martin Aramco Formula One Team Gen AI Ideathon, outperforming four other teams from Texas State and the University of Texas at Dallas. Notably, two members of the winning team are students from our department!

The multi-week competition asked students how AI can transform Aston Martin Aramco Formula One Team's sustainability, inclusion, and community data into a trusted, real-time view of its impact. They were also tasked with delivering those insights in a creative, engaging way that makes sustainability more tangible and relevant to Formula One audiences. As a result, the team introduced OnestoPlay, an F1 AI agent that gamifies sustainability and transforms fan engagement into tangible environmental benefits.



McCoy College of Business Student Team presenting at the Cognizant - Aston Martin AI Ideathon

The experiential, work-based learning tackled real-world business problems using generative AI and design-thinking principles. Finalist teams presented their ideas to leaders from Cognizant and Aston Martin Aramco Formula 1 Team in Austin.


Top: Knox Lewis, Rocco Trosclair
Bottom: Diego Vacaflores, Erick Gutierrez, Katherine Grover

Congratulations to the McCoy College of Business Student Team:

- **Katherine Grover - CIS**
- **Erick Gutierrez - CIS**
- **Knox Lewis - Marketing**
- **Rocco Trosclair - Management**
- **Diego Vacaflores - Marketing**

GRADUATE UPDATES

Anna Kaić Showcases Research at National Conferences

Anna Kaic, a student in the Master of Science in Marketing Research and Analysis (MSMRA) program, is making strides in academic research with presentations at two national marketing conferences. Collaborating with Dr. Holly Syrdal, they explore how interactions with generative AI, like ChatGPT, influence communication habits.

At the Marketing Management Association Fall Educators' Conference in New Orleans in September, Dr. Syrdal presented their co-authored refereed paper, "How Students Communicate with Generative AI: Politeness, Habit, and Identity." The research explores why some students use polite expressions like "please" and "thank you" while others adopt a more direct style when interacting with AI, such as ChatGPT. The study also considers how these behaviors relate to students' identities and self-perceptions.

Anna and Dr. Syrdal will deliver a second presentation stemming from this research, “From Prompts to People: Exploring How Consumers Navigate Politeness Across Human-AI and Human-Human Communication,” at the Society for Marketing Advances Conference in Orlando this month. This research examines if AI communication habits affect everyday conversations with people.

Anna's conference participation highlights the opportunities MSMRA students have to engage in meaningful research, collaborate with faculty, and share their work with the broader academic community.

"Working with Dr. Syrdal on this project has shown me how something as small as typing 'please' to ChatGPT can open up bigger questions about how we communicate with each other," Anna said.



Anna Kaic

"Sharing that work at two national conferences has been a highlight of my program."

"Anna has been instrumental in advancing this research, and I look forward to continuing to work on these projects with her," said Dr. Syrdal. "She is a talented researcher, and I believe she has a very bright future in academia."

Congratulations to Anna on these accomplishments, and thank you to Dr. Syrdal for her mentorship!

GRADUATE UPDATES

Pamela Vilchez Cordonero Participates in Worldwide AI-building event

In October, one of our Master of Science in Marketing Research and Analysis students, Pamela Vilchez Cordonero, was accepted into Season 4 of SheBuilds, a three-day virtual AI-building event for women that enables Pamela to turn her concept into a working product. Out of thousands of applicants, the top 400 were selected to connect and compete with other women of various web-building expertise levels, with Pamela being one of them!

During the three days, Pamela developed two digital projects inspired by everyday challenges. The first, AI Genie, grew out of her experience conducting graduate research and the difficulty of gaining survey participation with limited resources. AI Genie offers a more enjoyable way to complete surveys through playful AI-generated surprises and optional giveaways.

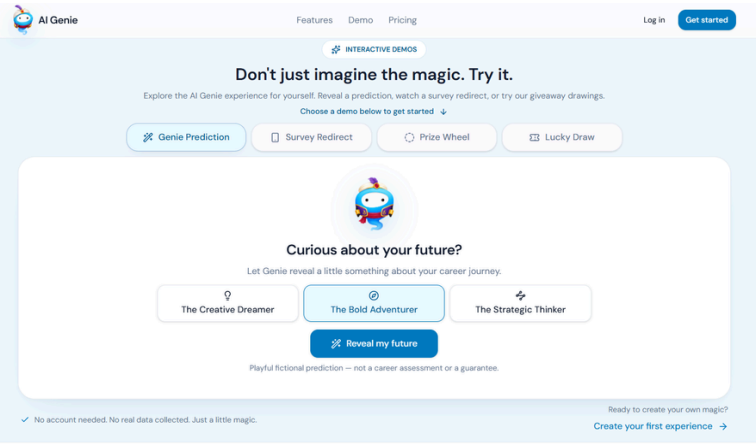
Her second project, LyricLoop, explores how music can make language learning more engaging by helping users understand song lyrics, discover cultural expressions, and practice conversational skills. Both projects reflect Pamela's interest in understanding what people need and finding creative ways to make technology more useful, accessible, and enjoyable.



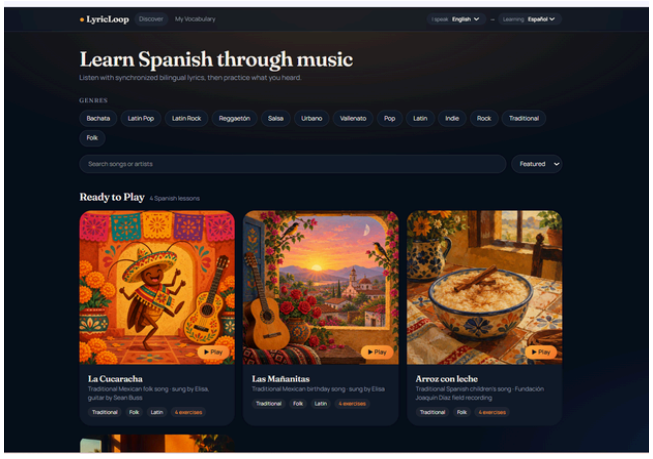
Pamela Vilchez Cordonero SheBuilds Season 04 acceptance flyer

The SheBuilds event is not only a testament to her abilities but also a celebration of women in technology who are creating innovative solutions. The skills and experiences gained from SheBuilds will undoubtedly propel Pamela further in her career, as she continues to contribute to the industry.

Once again, congratulations to Pamela on this outstanding achievement! We are excited to see what the future holds for her and how she will continue to innovate and inspire others in the tech community.



AI Genie interactive survey homepage



LyricLoop language learning platform homepage



Research Spotlight

Publications

Anderson, S. T., Rayburn, S. W., Anderson, J., & Nguyen, C. (2026). Beyond the 7Ps: Young Consumers' Perspectives on Sustainable Retail Strategy. *International Journal of Retail & Distribution Management*, in press. https://doi.org/10.1108/IJRDM-01-2026-0044

Badrinarayanan, Vishag, Christine Lai Bennejean, Adam Rapp, Laurianne Schmitt, and Arun Sharma (2026), "AI-enabled Social Media: Implications for Salespeople, Sales Leadership, and Sales Organizations," *Journal of Personal Selling and Sales Management*, in press. https://doi.org/10.1080/08853134.2026.2738642

Research Presentations

Dr. Rick Wilson was invited as a Visiting Scholar by the Faculty of Management Sciences at Tshwane University of Technology in Pretoria, South Africa, where he presented at the Dean's Seminar on October 9 the following research presentation, "From Sign to Synthesis: My 20-year Journey with Out-of-Home Advertising Research".

Dr. Rick Wilson served as a panel member for the "Strategic Publishing for Career Development" session at the International Business Conference in Hermanus, South Africa, on October 5.

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STUDENT ORGANIZATIONS

SIFE's Open Invitation

Want to give back to your community while gaining professional insight and entrepreneurial skills? Students in Free Enterprise's annual Rudy's Partnership Project is kicking off this month! If interested, meet us any Tuesday at 5 PM in McCoy 125 or connect with us on the Bobcat Organization Hub. This will let you stay in the loop on our activities, meetings, and how to stay connected.

Our organizational dues are only $15 per semester. Paid members who attend general meetings gain access to our $5,000 SIFE scholarship, monthly internship announcements, and free socials!



Left to right: Isis Lindley, Alyssa Martinez, Ariel Alipour, Lucas Acosta

AMA's Community Connections

TXST American Marketing Association celebrated the spooky season with two Halloween-themed events! Our Halloween Safety Booth encouraged students to stay safe and aware throughout the Halloween weekend, while our Spooky Night brought members together for an evening of Halloween festivities. These events helped us connect with our campus community while embracing the seasonal spirit.

There were many opportunities to support AMA while enjoying some great local food! Last month, we partnered with Craft House, P. Terry's, Chipotle, The Taproom, and Bulldogies for our profit shares. A huge thank-you to our restaurant partners and everyone who came out to support AMA's community and fundraising efforts!

During Marketing Week, we hosted a Market Simulation Competition, where members tested their marketing knowledge and strategic thinking. We also held an AMAzing general meeting featuring an engaging workshop on user-generated content (UGC), exploring how brands use authentic content to connect with their audiences. Member involvement played an important role in making October a successful month. We thank everyone for making October so memorable!


Spooky Night pumpkin painting


AMA general meeting


AMA members with Spooky Night pumpkins

Texas State University

The Center for Professional Sales

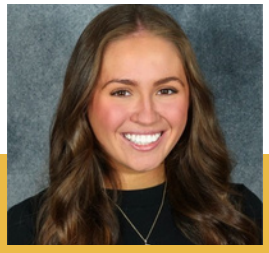
Sales Students/Alumni *Highlight*



Kyle Kitagawa

Gartner

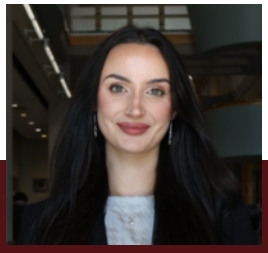
Team Captain Award from Gartner



Nicole Cox

DELL

Closed the #1 client deal across Medium Business at Dell



Claire Mayden

Gartner

Q3 Growth Mindset Award 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

Texas State University

The Center for Professional Sales

Corporate Partner Class Visits

The Center for Professional Sales hosted several recent corporate partners in our sales classes this month! Thank you to LPL Financial, Cintas and Dell for their presence on campus and the opportunities they supply our students.



Dell Technologies Sales Class Visit



LPL Financial Sales Class Visit

Fastenal National Sales Invitational

We are proud to have hosted the Fastenal National Sales Invitational for the second consecutive year! This year, 30 outstanding student competitors participated in a sales pitch competition, presenting directly to the Fastenal team for the opportunity to advance to Round Two.

A sincere thank you to all of our competitors, coaches, and the Fastenal team for investing their time and expertise in our students.

Congratulations to the Round 1 winners, Ms. Hailey Hesseltine and Mr. Cade Rose. We look forward to cheering you on for Round 2!



30 Fastenal National Sales Invitational competitors and judges







Top: Tim Kmoch, Stacey Overton, Greg Hegseth, Cade Rose, Dr. Linda Alkire, Dr. Derrek Schartz
Bottom: Tim Kmoch, Stacey Overton, Greg Hegseth, Hailey Hesseltine, Dr. Linda Alkire, Dr. Derrek Schartz



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
- The Center for Professional Sales Scholarship

Your gift, regardless of size, makes an immense difference.
We thank you for your support.

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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