



McCOY COLLEGE OF BUSINESS
TEXAS STATE UNIVERSITY

Department of Marketing Newsletter

April 2024

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MCCOY COLLEGE OF BUSINESS
TEXAS STATE UNIVERSITY

Want more information?
EMAIL: gailzank@txstate.edu
VISIT: marketing.mccoy.txstate.edu

INFORMATION SESSIONS

Speaker

Program
Coordinator

DR. GAIL ZANK



MASTER OF SCIENCE IN MARKETING RESEARCH AND ANALYSIS

Monday, April 29
5:30 PM

Thursday, May 9
12:00 PM



<https://rb.gy/4wq4ms>



<https://rb.gy/xr0zs7>

Scan the QR code or register
by following the link

ADVERTISING CASE COMPETITION CLASS: REGISTER FOR FALL



"A lot of hard work, but you gain experience and friendships that last a lifetime." – Alex

"It showed me how to believe in an idea and convince a room full of strangers to do the same." – Breonna

"I would do it over again in a heartbeat!" – Taylor

MKT-4397

Directed Study in
Marketing

Tue/Thur (Fall 2024)

11:00 a.m. to 12:20 p.m.

Seats are Limited

Inquire about the class today! Instructor approval required. You must speak with the instructor.

3 or 6 Credits

Participate in the Fall class, decide later about continuing into the Spring. Earn marketing elective or advanced business course credit.

Class Prerequisites

MKT 3343 required. MKT 4330 and MKT 3370 recommended, but not required.

WORK WITH TOP CONSUMER BRANDS, ADD ADVANCED SKILLS TO YOUR RESUME

Earn Advanced business or marketing elective credit

This is your opportunity to build your resume, master the marketing skills companies want, and earn marketing elective course credit!

- Conduct **consumer research**, including focus groups, online surveys, and cutting-edge research techniques such as user experience testing for websites.
- Create ad and social media **campaigns**.
- Develop campaign **metrics**.
- Work with **major brands**, such as Adobe, Snapple, Tide, and many more!

How The Class Works

You'll work with a handful of the brightest Texas State students from the College of Business Administration and other colleges. We work around a conference table where ideas are easily exchanged. You'll get to know the professor and fellow classmates

on a more personal and professional level. We work as a team to develop our advertising campaign for the case sponsor.

Fall 2024 Semester

We conduct primary and secondary research to discover consumer insights about the brand. We identify relevant target markets, define the brand's positioning strategy, and author the creative brief, which is the document used in the Spring to develop the ad campaign.

Spring 2025 Semester

If you wish to continue into the spring, we turn the creative brief into an actionable campaign and present it to the client and advertising professionals.

The client and advertising case used in the class is sponsored by the American Advertising Federation's (AAF) National Student Advertising Competition (NSAC).



FOR MORE INFORMATION, PLEASE CONTACT
DR. RICK T. WILSON

Professor of Marketing
McCoy College of Business Administration

EMAIL

rick.t.wilson@txstate.edu

FIND OUT MORE

Visit aaf.org to learn more about the competition.

Research Spotlight

Peer-Reviewed Publications

Badrinarayanan, V., & Ramachandran, I. (2024). Relational exchanges in the sales domain: A review and research agenda through the lens of commitment-trust theory of relationship marketing. *Journal of Business Research*, 177, 114644. Doi: <https://doi.org/10.1016/j.jbusres.2024.114644>

Leadership/Engagement

Linda Alkire has been selected to join the American Marketing Association (AMA) Academic Council for the 2024-2027 term. The 12-member council plays a pivotal role in shaping the direction of marketing scholarship globally, aligning with the AMA's mission to be the foremost force and voice in the marketing domain worldwide.

Linda Alkire was invited to conduct research visits to:

- Hong Kong Baptist University (Hong Kong, March 2024)
- Japan Advanced Institute of Science and Technology (Kanazawa and Tokyo, March 2024)

During her two-week visit, Dr. Alkire delivered several workshops, research presentations, and a keynote speech at the Symposium on Transformative Knowledge Management in Tokyo, Japan.

Presentations

Sidney Anderson was invited to speak to a joint meeting of the Marketing and Supply Chain Management and Analytics (SCMA) departments at Virginia Commonwealth University to discuss one of his current research projects titled:

Driven by Data: Exploring Consumers' Adoption of and Trust in AI-Powered Vehicle Maintenance.

Awards

Rick Wilson received the *Journal of Advertising's* Outstanding Reviewer Award for the Editor Review Board, which was presented at the American Academy of Advertising's Annual Conference in Portland, OR in March 2024.

Grants

Linda Alkire was awarded the Wilson Latin American Research Program Funding from the Center of International Studies at Texas State University.

SPOTLIGHT ON MR. NOLL



Photo from Mr. Noll

“Greetings! I could not have written a better script for my journey as a college professor at Texas State University in the McCoy College of Business. As many of you know, I came to Texas State University back in 2009 with the intent of just teaching one class to compliment my class I was teaching in San Antonio after having taken an earlier retirement from the building material industry in the sales/sales management profession.

After 1 ½ years teaching as an adjunct, Vicki West approached me and said she had a vision of creating a sales center and wanted me to be a part of it because of my background. I thought it sounded like a novel quest, so I agreed. Little did know I would be a part of something special for the next 15 years culminating in The Center for Professional Sales receiving the "Best Sales Program" in the world by the prestigious University Sales Center Alliance.”

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Mr. Noll and Director of Professional Sales Center Vicki West



Mr. Noll and brother Russell Noll

“It was truly an honor to have joined Vicki West in Atlanta, Georgia on April 5, 2024, to accept this award on behalf of all of the stakeholders that helped us achieve this recognition: colleagues, students, alumni, the Marketing Department, Chairs, Deans, the McCoy College of Business and Texas State University. My main focus for the past 15 years was preparing my students for their careers and the corporate partners who hire our top sales students.”

SPOTLIGHT ON MR. NOLL

“Nothing is more rewarding than to receive two phone calls: one from the student saying they got the job and the corporate partner being so elated about the quality of sales student going to work for them. I should mention a few parents have called me as well. There are not enough awards to match this kind of accomplishment with the students and corporate partners being well served. I am also very honored to have worked in the Marketing Department since I arrived at Texas State University. The level of professionalism, expertise and team spirit will never be forgotten and I will miss that day-to-day contact as well. This summer, I will wind down my career after finishing the global internship and local internship programs. Best of luck to you all and go Bobcats.”



Photo of Mr. Noll with USC A President Lenita Davis and Director of Professional Sales Center Vicki West



Mr. Noll and Student Worker Molly Akers



Mr. Noll and sales students Hutson McGaughan and Ashlyn McGaughan



USCA Award, Photo by Mr. Noll



Photo of Mr. Noll with VP Talent Acquisition and Development - North American Plastics - Corporate Partner - Amy Venezia



Mr. Noll and Director of Professional Sales Center Vicki West

Lina Ardila, MSMRA Grad, Named Outstanding Grad Student for McCoy College



Photo from Lina ArDilla LinkedIn

On March 28, 2024, Lina Ardila was recognized as Outstanding Graduate Student of the M.S. in Marketing Research and Analysis Program (MSMRA) for the 2023-24 academic year. She and the other McCoy Graduate Program Outstanding Graduate Students were considered for the honor of Outstanding Graduate Student Award for McCoy College. Based on her nomination packet, Lina was selected as Outstanding Graduate Student for McCoy College for the 2023-24 academic year.

Lina graduated from the MSMRA program in December 2023 and excelled in the program. Along with her outstanding academic performance, she was recognized for her professionalism. One faculty member noted, Lina was a hardworking, dedicated, professional and participated in all discussions. Another faculty member appreciated her knowledge, communication skills and professionalism while commenting that she was a great student all around. All appreciated Lina's desire to learn and develop her skills.

While being a MSMRA student, she was also a graduate assistant for the Marketing Department. She assisted faculty but also assisted with the strategic management of the Marketing Department's LinkedIn profile; her efforts increased followers by 20 percent. During the summer, Lina was a customer experience intern for Mary Ruth Organics.

Upon graduation, Lina took a position with Cryogenic Plastics. She is using the knowledge and skills gained in the MSMRA program to help with the company's digital marketing strategy, redesign the website and conduct marketing research. In addition, she will develop their marketing strategy for South America.

Congratulations to Lina!

The Center for Professional Sales

Sales Students/Alumni *Highlight*



ADRIAN MONTOYA



VP of Sales, Summit Eleven Inc. - Recognized on the Forbes under 30 Local List for Austin, Texas



MONIQUE SEVIN



Medical Sales Field Consultant - #1 training



BENJAMIN LARSON



Promoted to Branch Manager

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 Mr. Wayne Noll, Assistant Director - AN23@txstate.edu



ALEX BAUER



Uniform Sales Representative

The Center for Professional Sales

The Center for Professional Sales Awarded Best Sales Program



The Center for Professional Sales was awarded the Best Sales Program by the University Sales Center Alliance (USCA) Congratulations to our faculty members for being recognized in this award!

- Vicki West
- Wayne Noll
- Dr. Vishag Badrinarayanan
- Dr. Linda Alkire
- Dr. Aditya Gupta
- Derrek Schartz

Photo from Twister Marquiss

A special thank you to the Dean of McCoy College of Business, Sanjay Ramchander, and the Center for Professional Sales Advisory Board member and vice president of Sales and Solutions-Americas at UPS, Elizabeth Terrell.

Sales Ambassador Luncheon

Special thanks to Mrs. Vicki West, Founder and Director - The Center for Professional Sales, our graduate/undergraduate assistants - Nick Szabo, Paige Franklin, Jack Schultz, Molly Akers, and my colleagues, Dr. Linda Alkire and Dr. Aditya Gupta, for a job well done by hosting the prestigious Sales Ambassador luncheon at the exclusive Headliner Club, located in downtown Austin, Texas. Also in attendance was Dr. Denise Smart, retired Dean McCoy College of Business and Dr. Gail Zank - Assistant Chair - Marketing Department. The occasion was to honor and recognize our elite sales students (Sales Ambassadors), the two outstanding Sales Ambassadors, the NCSC team for their outstanding achievements.



Photo from Mr. Noll

Texas State University

The Center for Professional Sales

As well as our top corporate partners (Caterpillar - Ron Schultz, Brian Berkel), (North American Plastics - Amy Venezia) and Cintas (Robert Caskey and Ashley Cavillo) for their support Special congratulations to the top 2 sales students who were selected as the Outstanding Sales Ambassadors (Guillermo Olvera - UPS Global Intern and ICSC Speed Selling Competitor) and (Kyle Kitagawa - Gartner Intern and NCSC Role Play Team Competitor).

Also, special congratulations to the highly successful NCSC team for their achievements: Kade Campbell and Taylor Lack - NCSC Speed Selling Champions, Kyle Kitagawa and Kimberlin Khan - Role Play Competition and Britney Blood, Parker Callaway - Speed Selling competitors. Thank you, Amy Venezia - VP of Talent Acquisition and Development - North American Plastics, for your kind words about our partnership and professional friendship. You are a dear friend. I can't believe that it has been 12 years when I first saw you compete in the ICSC competition and fast forward to today - highly successful career and touching many lives! You are a dear friend as well as your team to me.

Finally, my heartfelt thanks to my colleague and friend for over 15 years, Mrs. Vicki West, for her kind words and support about my dedication and service to our sales students, corporate partners, colleagues, Department Chair - Dr. Anna Turri, and to the Sales Center. I could not have written a better script about this journey. I would like to also thank my brother, Russell Noll, for his attendance and support as well as my family, especially my wife, Lou Ann Noll, my children - William Noll, Sarah Scravaglieri and their families for their encouragement.

Corporate Partner Site Visits

ABC Supply

Special thanks to ABC Supply, the country's premier roofing and building material distributor, and a major corporate partner for The Center for Professional Sales in the McCoy College of Business at Texas State University, for hosting a major site tour for our top sales students.

Brent Norton - Branch Manager, and our sales alumni (Jacob Villareal, Eros Ramos and Chase Evans), did a great job explaining the key role that ABC Supply provides to the building material industry.



Photo from Mr. Noll

The Center for Professional Sales

Corporate Partner Site Visits



Cintas

What happens when top sales students from The Center for Professional Sales in the McCoy College Of Business at Texas State University attend Friday site visits with our major corporate partners like Cintas? They get invited to important interview sessions!

The vast majority of sales students that attended the recent Cintas site visit, were interviewed by key executives from Cintas on our campus. The Center for Professional Sales provided the interview venues, lunch and top students for this important journey for internships and full time opportunities.



Photo from Mr. Noll

Enterprise Mobility

Where did the sales students from The Center for Professional Sales in the McCoy College of Business at Texas State University go today with me? They were on the road again, Friday, March 29, to San Antonio to tour and hear major presentations from Enterprise Mobility at the regional office as well as the major east side complex.

Renee Butler's team of Sarah Smith, Emily Tobeck , Ariel Rockel and the entire team from area managers to branch managers, did a wonderful job of sharing with us why Enterprise Mobility is number 1 in the world. Great products/service and great people. We also appreciated their South Texas hospitality of providing a BBQ lunch for us. Great job Dan Gulley, VP, on having such a great team.



Photo from Mr. Noll

Texas State University

The Center for Professional Sales

Interview Express



Photo from Mr. Noll

Special thanks to all the corporate partners and sales students who supported and attended today's Interview Express event hosted by The Center for Professional Sales in the McCoy College of Business at Texas State University.

We are very appreciative of our corporate partners support and so proud of our sales students. Great to see so many sales alumni today having great careers with our corporate partners. I also would like to thank Vicki West, Anna Turri and the entire team for your kind words today and support over the years not to mention our corporate partners and sales alumni as I make my transition.

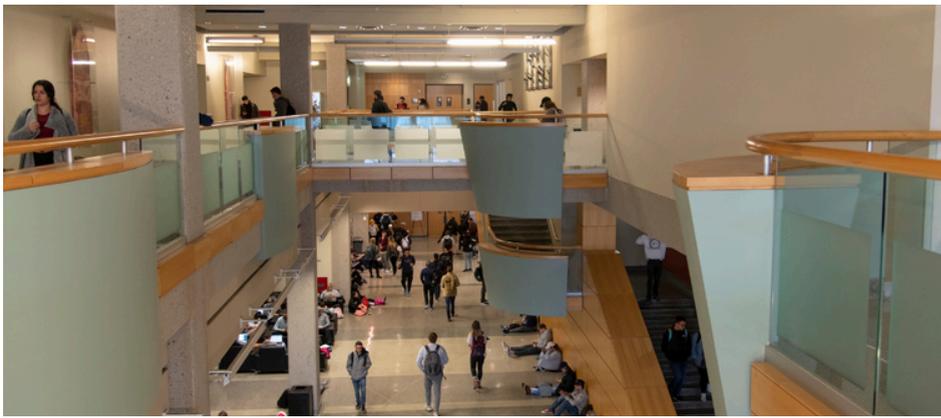
Sales Alumni Event

What did Texas State University Sales Alumni do for fun today, April 20, in Austin? They joined Aditya Gupta and me, for 2 hours of fun at Top Golf to network with approximately 40 alumni from 2012 to 2023. It was great to celebrate the prestigious award, # 1 Sales Center, with everyone since it was a team effort since day 1.

Finally, it was special to thank everyone for allowing me to be a part of their education and lives as I begin to close out my career at Texas State University. Also, special thanks to Zach Goss and Evan Floyd for your assistance with this event. Go bobcats!



Photo from Mr. Noll



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

Donate directly to the Department of Marketing: Your gift, regardless of size, makes an immense difference. We thank you for your support. **DONATE TODAY.**

Donate directly to the McCoy College Career Closet: Dr. Anna Turri teamed up with Dr. Terrance McClain in the Student Success Center to create a McCoy College Career Closet that will help students have access to professional attire. Your donations will help purchase professional business attire to be used in the closet. We thank you for supporting our students. **DONATE TODAY.**

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