



McCOY COLLEGE OF BUSINESS
TEXAS STATE UNIVERSITY

Department of Marketing Newsletter

March 2024

Contents

- MSMRA Info Sessions
- Advertising Case Competition Course
- Research Spotlight
- Spotlight on Dr. Linda Alkire
- Sales Students/Alumni Highlight
- Global Sales Internship
- Global Partner Site Visits
- American Marketing Association
- Continued Success for the Department



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

WEDNESDAY, MAR 20
12:00 PM CDT

WEDNESDAY, MAR 27
5:30 PM CDT



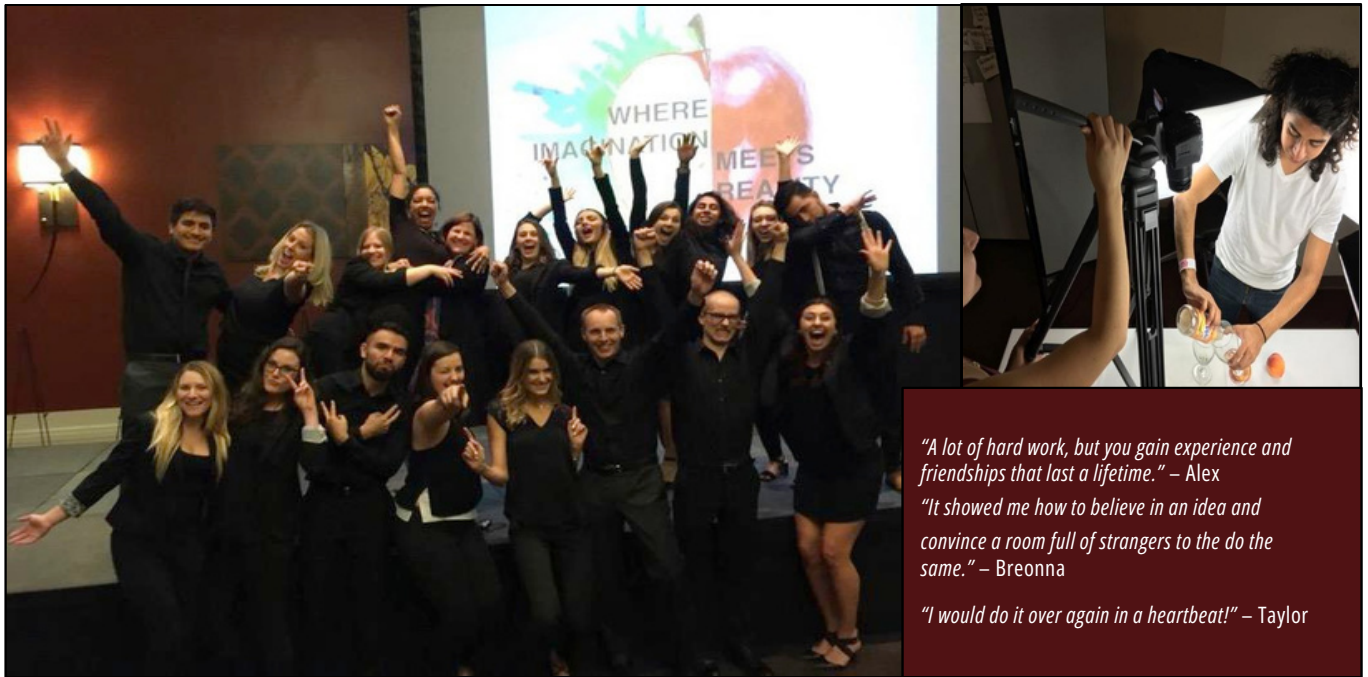
<https://rb.gy/4wq4ms>



<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

Madhavaram, Sreedhar, Hall, Kenneth, Amit Ghosh, and **Vishag Badrinarayanan** (Accepted/In-Press), "Building Upstream Supplier Capabilities for Downstream Customization: The Role of Collaboration Capital," *Journal of Business Logistics*
<https://doi.org/10.1111/jbl.12369>

Books

Nancy Sirianni is co-authoring (with Dr. Cinthia B. Satornino, University of New Hampshire) a book titled *Modern Sales Management - Science-based strategies to navigate the next era*.

Publisher: Kendall-Hunt Publishing

Publication date: December 2025

Leadership/Engagement

Linda Alkire was announced as Co-Chair of the 2025 AMA Winter Academic conference, scheduled for February 14-16, 2025 in Phoenix, AZ. Visit the call for papers [link](#).

Linda Alkire is serving as guest editor for a special issue in the *Journal of Business Research* titled: "Strength-Based Approaches to Customer Vulnerability: Implications for Service Research and Practice". Visit the call for papers [link](#).

Aditya Gupta co-chaired the "Sales Management and OFR" track at the 2024 AMA Winter Academic conference, St. Petersburg, FL.

Aditya Gupta served as a mentor for Ph.D. students during the AMA young scholar mentorship luncheon at the 2024 AMA Winter Academic conference, St. Petersburg, FL.

Dr. Nancy Sirianni [moderated](#) the Women in Business panel during [Business Leadership Week](#), hosted in the McCoy College of Business. Panel description: A conversation with women who hold leadership positions in business and entrepreneurship on successes, challenges, words of wisdom, and questions from the audience.

Conferences

[2024 AMA Winter Academic Conference in St. Pete Beach, FL](#)
Linda Alkire
Aditya Gupta

[2024 Organizational Frontline Research Symposium in St. Pete Beach, FL](#)
Linda Alkire

SPOTLIGHT ON DR. LINDA ALKIRE



Photo from Dr. Linda Alkire

In the spotlight of our monthly newsletter is Dr. Linda Alkire's journey during her developmental leave in Fall 2023. Dr. Alkire was extended an invitation by the University of Namur in Belgium, where she serves as an International Research Fellow at NADI-CeRCLe (Research Center in Marketing & Service Management), to spend a semester enriching her academic and professional portfolio.



Photo from Dr. Linda Alkire



Photo from Dr. Linda Alkire

Dr. Alkire's research stay was marked by a series of engaging and fruitful endeavors aimed at both personal and professional growth. She took on the role of mentor for Ph.D. students, delivered several specialized workshops and seminars, secured post-doctoral funding, and initiated and advanced several international research projects. The culmination of her stay was co-chairing the 10th anniversary edition of the Let's Talk About Service conference.

SPOTLIGHT ON DR. LINDA ALKIRE



Photo from Dr. Linda Alkire

Dr. Alkire expresses her profound gratitude towards all the host institutions and colleagues across Europe for their hospitality and collaboration. She is especially thankful to the McCoy College of Business and Texas State University for providing her with this unique and invaluable opportunity.

Eager to share these insights and lessons with her students, Dr. Alkire looks forward to integrating this newfound knowledge into her teaching and research. Moreover, she is enthusiastic about furthering these international collaborations in the near future through several initiatives she is working on. This experience has not only contributed to her personal and professional growth but has also reinforced the international ties that our department shares with academic institutions around the globe.



Photo from Dr. Linda Alkire

Dr. Alkire's pursuit of knowledge and collaboration extended beyond the borders of Belgium. She was invited to share her insights and research findings at several renowned European universities. Notably, at Università Cattolica del Sacro Cuore in Milan, Italy, Dr. Alkire presented two talks, including a graduate course guest lecture and a departmental research talk. Her visit to Maastricht University in The Netherlands was marked by a research visit that facilitated further academic discourse.

At Ghent University, she shared insights on building an international scholarship reputation, and at Hamburg University in Germany, she delved into the nuances of interdisciplinary research. These visits not only allowed Dr. Alkire to disseminate her research but also paved the way for future international collaborations, enhancing the global footprint of our department and college.

The Center for Professional Sales

Sales Students/Alumni *Highlight*



DOMINICK WEBB



CIO and IT Leader
Strategic Partner, Gartner
Elected as Global Chair of
Collaboration for Gartner's
SDP Culture committee



ASHLYN MCGAUGHAN



Ashlyn McGaughan
accepted a full-time sales
position with ABC Supply



WESTON JENKINS



Founder of Disabled
Outdoorsmen USA and
successful Texas Landmen
Real Estate Agent

National Collegiate Sales Competition (NCSC) Team

The National Collegiate Sales Competition team prepares for their competition in their recent meeting. Their competition will be in Kennesaw, Georgia from March 8th - 11th.

Featured in the photo (from left to right) Cade Campbell, Taylor Lack, Graduate Student Coach Nick Szabo, Parker Callaway, Britney Blood, Kimberlin Khan, Kyle Kitagawa, and Faculty Coach Vicki West (not featured in the photo).



Photo from Mrs. West

Texas State University

The Center for Professional Sales



Global Sales Internship

Special thanks to UPS - USA and UPS - Spain/Portugal), for partnering with the The Center for Professional Sales from Texas State University for the Global Sales Internship Initiative for the 8th year that began in 2016. The results have been spectacular with sales interns having a tremendous start on their full-time sales careers with UPS and UPS receiving exceptional talent on their team with a global perspective. This year's sales interns are Tristan Acuna and Dennise Bustos. Congratulations on being selected for this coveted internship!



Photo from Mr. Noll

Corporate Partner Site Visits

Tom James



Photo from Mr. Schartz

We are grateful for our relationship with Zach Goss and our friends at Tom James Company, Corporate Partner of the Texas State University Center for Professional Sales. Thank you for hosting our students this past week and discussing internships and long-term careers at Tom James. Your description of the outstanding culture and opportunities at your organization was particularly exciting and appealing for the students.

The opportunity to visit your Austin, TX office and learn more about "a day in the life" of a Tom James associate was important for the students.

The Center for Professional Sales is a fully accredited sales center by the University Sales Center Alliance. For more information, contact, Derrek Schartz at SVE21@txstate.edu Congratulations to our wonderful sales students who traveled to Tom James and are being pro-active about their careers:

Savannah Campos, Jordan Gilley, Ann Duong, Logan Burr, Amanda Bailey.

The Center for Professional Sales

Corporate Partner Site Visits

Cintas

Where did Texas State University Sales Students go today to learn more about great internships and full-time opportunities with a top corporate partner of the center - Cintas! Special thanks to the 1st class team at Cintas in San Antonio for hosting sales students from The Center for Professional Sales on Friday, 23, 2024.

Congratulations to our wonderful sales students who traveled with me to see Cintas and are being pro-active about their careers:

Jack Callaway, Jason Zagrzecki, Andrea McDonald, Emily Coleman, Kennedy Ryden, Madelyn Hollenkamp, Kathryn Mendoza, Eva Herrera, Caitlin Vitte, JordanDuck, Yobani Rameriz.



Photo from Mr. Noll

United Rentals

Where did Texas State University Sales Students go today to learn more about great internships and full-time opportunities with a top corporate partner of the center - United Rentals! Special thanks to the 1st class team at for hosting sales students from The Center for Professional Sales on Friday, February 16, 2024.

Congratulations to our wonderful sales students who traveled to see United Rentals and are being pro-active about their careers:

Jack Callaway, YobaniRameriz, Mackenzie Haigood, Dennise Bustos, Baylee Perez, Emily Coleman, Savannah Campos, Kennedy Ryden, Julia Reisz, Natalie Martinez, Jordan Gilley



Photo from Mr. Noll

Texas State University

The Center for Professional Sales

Corporate Partner Site Visits Fastenal



Photo from Mr. Schartz

A special thank you to Greg Hegseth, District Manager, Fastenal, and his team for hosting our students and for your wonderful presentations this past Friday. There was great interest from our students in careers and opportunities at Fastenal.

Also, thank you to Ernest Key COO of Athena Manufacturing, L.P. for your hospitality and allowing us to tour your facilities to better understand how Fastenal can partner with manufacturers like Athena. Your innovations in manufacturing were impressive.

A special thank you to all the superb staff and leadership at the Fastenal office and warehouse in Austin Scott Mummert Pedro Calderón Stacey Overton and others.

You all gave important tours, presentations, and led discussions with our sales students so they would have a detailed understanding of Fastenal, an official partner of the National Hockey League (NHL) and one of the leaders in supply chain worldwide. Their insights into the outstanding career opportunities at Fastenal were invaluable!

The Center for Professional Sales is a fully accredited sales center by the University Sales Center Alliance. For more information, contact, Derrek Schartz, SVE21@txstate.edu.

The Center for Professional Sales

Caterpillar

Ten students and two faculty, Wayne Noll and Vicki West, travelled to the Caterpillar location in Seguin on February 14th to tour the manufacturing facility. A panel of former Bobcats, now Caterpillar employees, discussed employment at Caterpillar for professional sales students.



Photo from Mrs. West

Site Tour of Caterpillar

Where did Texas State University Sales Students go today to learn more about great internships and full-time opportunities with a top corporate partner of the center - Caterpillar. Special thanks to the 1st class team at Caterpillar for hosting sales students from The Center for Professional Sales on Wednesday, 14, 2024.



Photo from Mr. Noll

Great to see our successful alumni on the panel – Marquette Kennedy, Hannah Aldrich.

Congratulations to our wonderful sales students who traveled to see Cintas and are being pro-active about their careers: Nick Szabo, Kyle Kitawaga, Kim Kahn, Bryson Moore, Kade Campbell, Cole Krueger, Kiersten Florence, Julia Reisz, Avery Robertson, Jack Callaway, Vicki West, Wayne Noll

American Marketing Association (AMA) Events

- **Saturday March 2nd** - 2024 Great Texas River Cleanup. If interested in participating contact Jocelyn Young zqm8@txstate.edu
- **Wednesday March 6th 5-7PM**- Speaker Meeting with SMPS: Career Opportunities in the Architecture, Engineering, and Construction Industry. McCoy243
- **Friday March 8th 11-2PM**- IBM Site Visit. Early marketing professional panel, workshop, site tour, and lunch!
<https://docs.google.com/forms/d/11Eu5TR9G-snObhEodz7xTGJDsMbMHxpn2-vFMAiS0ds/edit>
- **Wednesday March 20th 5-7PM**- Workshop with Buckle. McCoy 243.

Continued Success for the Department

We need your help to ensure the Department of Marketing continues to thrive and offer exciting opportunities to students, such as student organizations and student competitions, and to faculty.

Please donate to the Department of Marketing; your gift, regardless of size, makes an immense difference. We thank you for your support: http://donate.txstate.edu/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

Breanna Evinger
xks2@txstate.edu

Emily Rayburn
pwr15@txstate.edu

