



McCOY COLLEGE OF BUSINESS  
TEXAS STATE UNIVERSITY

# Department of Marketing Newsletter

May 2024

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# INFORMATION SESSIONS

**Speaker**  
Program  
Coordinator  
**DR. GAIL ZANK**



## MASTER OF SCIENCE IN MARKETING RESEARCH AND ANALYSIS

**FRIDAY, MAY 31**  
**05:00 PM CDT**

**MONDAY, JUNE 10**  
**05:00 PM CDT**



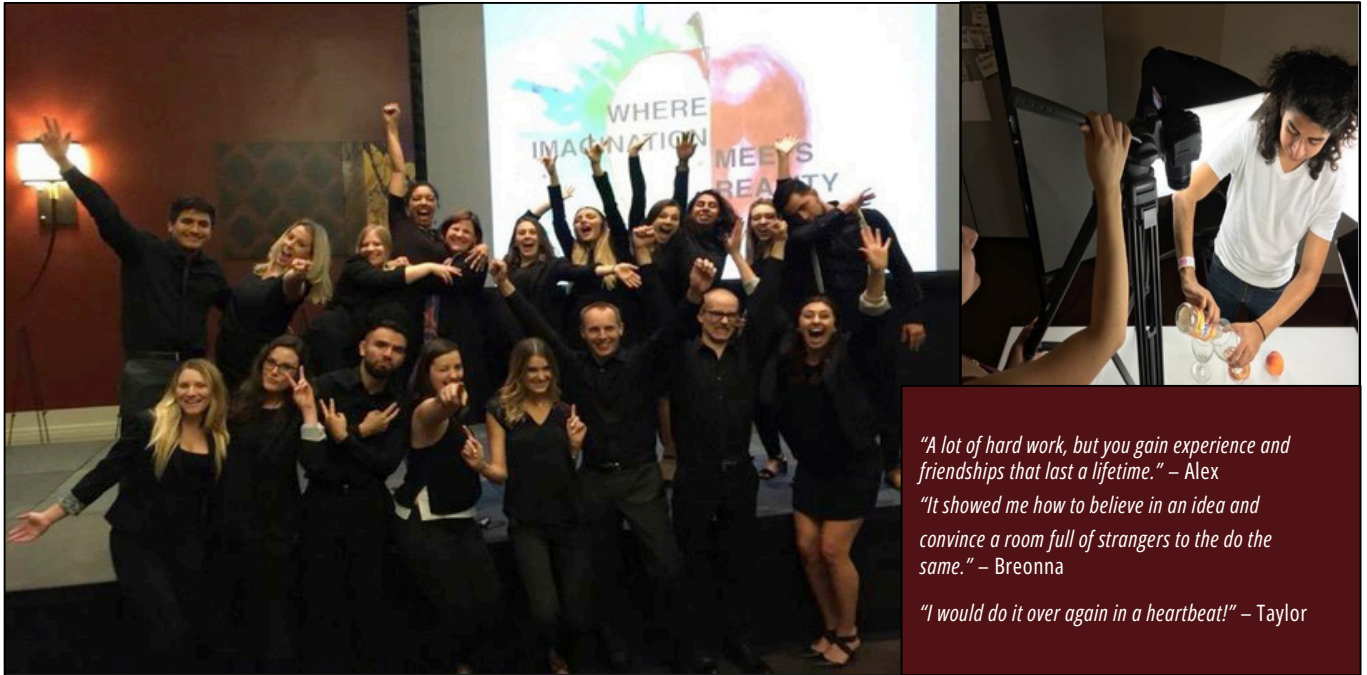
<https://rb.gy/epiepb>



<https://rb.gy/dxmw5y>

If you require accommodation due to a disability to participate, please contact [gailzank@txstate.edu](mailto:gailzank@txstate.edu) at least 72 hours in advance of the event.

# 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](mailto:rick.t.wilson@txstate.edu)

### FIND OUT MORE

Visit [aaf.org](http://aaf.org) to learn more about the competition.

## WHAT IS SIFE?

Students in Free Enterprise (SIFE) is 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. An annual series of regional and national competitions provides a forum for teams to present the results of their projects, and to be evaluated by business leaders serving as judges. In addition to the community aspect of the program, SIFE's leadership and career initiatives create meaningful opportunities for learning and exchange among the participants as well as the placement of students and alumni with companies in search of emerging talent.

**“DOING BUSINESS FOR GOOD”**



## 17 WICKED PROBLEMS



## WHY SIFE?

### ORGANIZATION RUNS BY STUDENTS

Ideas and activities are fully created by students and for students. We want to create an environment for students to be creative and utilize their experiences/skills.



### ENTREPRENEUR/SERVICE LEARNING EXPERIENCE

Experiences from SIFE activities equips students with the skills and mindset necessary to create positive changes through businesses endeavors while addressing societal needs.



### CONNECTION AND NETWORKING

A Friendly organization for students to connect, share ideas, and have fun while making an impact together. Opportunities to network with San Marcos local organizations and help these organizations raise awareness.

# Research Spotlight

## Peer-Reviewed Publications

Rayburn, Steven W., Sidney T. Anderson, and Yamile C. Jackson (2024) "Healthcare Process for Parent Participation in NICU Care: A Self-Discipline Theory Perspective," *Health Marketing Quarterly*, (in press). <https://doi.org/10.1080/07359683.2024.2344926>

## Presentations/Engagement

Dr. Linda Alkire was invited to conduct research visits to:

- University of Sheffield (United Kingdom, April 2024)
- University of Manchester (United Kingdom, April 2024)

During her visit, Dr. Alkire delivered several workshops and research presentations to PhD students and faculty.

Dr. Linda Alkire was invited to deliver a keynote to the members of the IRSSM-India Chapter on the topic of "Upholding Ethical Practices in Academic Research." The IRSSM-India chapter is an extension of the Global IRSSM platform designed to promote and nurture a research mindset among local academics.



# Congratulations to the Spring 2024 graduates!



*Photo provided by Dr. Anderson*

The Marketing Department congratulates all of those who have graduated this spring semester! We wish you the best in all of your future endeavors!



*Photo provided by Dr. Zank*

# SPOTLIGHT ON DR. SUH



Photo from [eig.community](https://www.eig.community)

Dr. Taewon Suh, the visionary who coined the term design thinking in 2002, has been on a journey to bridge the gap between theory and practice. His first major stride was during his developmental leave from 2010-2011, when he founded an international entrepreneurial community and shifted his research focus to entrepreneurship and innovation. The second milestone came with his second developmental leave from 2017-2018, during which he co-founded two international startups with Korean developers and German investors. As he gears up for his third developmental leave from 2023-2024, he is preparing to embark on a new paved way, focusing on business model innovation using the metaverse concept and other emerging technologies.

The advent of AI, blockchain, and metaverse technologies, collectively known as Web3, has opened up a world of possibilities. Dr. Suh firmly believes that the most innovative and disruptive research in these areas can be realized through collaboration between academics and industry. His extensive network with several hi-tech companies in the Web3 territory is a testament to this belief. As these companies gear up to launch their new platforms, they foresee numerous research opportunities to enhance the customer experience. Dr. Suh plans to leverage the data generated from their operations to conduct research into various aspects of the customer or user experience, with the aim of fostering the growth of the partner companies and generating top-tier journal publications.

Dr. Suh also believes that the insights and expertise the tech companies possess would be invaluable for students and entrepreneurial learners as they seek to understand and harness the potential of the technologies. At McCoy College of Business, we have been committed to providing our students with a holistic, experiential education that equips them with the skills and knowledge required to thrive in the ever-evolving professional landscape. In this context, Dr. Suh would like to extend his projects to teaching. He is currently prototyping an initial module in his Entrepreneurial Marketing course.

# SPOTLIGHT ON DR. SUH

## Do you know EIG?

EIG (Entrepreneurial Innovators Group) is a community for producing startups that encompass local and global characteristics and creating a sustainable business ecosystem by building strong teams through a long-term, organic process. This goal is captured in the EIG Mission: “We learn to build sustainable business ecosystems by recognizing the inadequacy of our individualism and striking a balance between our freedom to pursue creative ideas and real-world requirements. We resonate with each other globally and support startups by our members.



Photo from [eig.community](https://www.eig.community)

Founded by Dr. Taewon Suh in 2010, EIG (<https://www.eig.community/>) currently has 250+ members across 25+ countries and has created local units in four cities, including Austin, Seoul, Meisenheim, and Ulsan. EIG has also launched three active startup companies and two student organizations. EIG@TXST, on our campus, was established in 2020.

Maintaining diversity is a valuable investment for this international group. It requires significant effort and time to sustain the diverse life force within and express it outwardly. EIG Philosophy: “We stand together on our vision and live on each other’s passion. When we recognize and share the universal source of that passion, everything will make sense, and everything will flow.”

For their learning, EIG matches YB members (e.g., EIG@TXST members) with international startups by OB members. EIG’s three-year strategic options for the younger generation (i.e., students) are twofold.

The first is market-decoloring, where we collaborate with small red fishes to decolor the red ocean. There are several ways to innovate in an industry considered a red ocean: an industry that is highly competitive and saturated with existing players. We would dive into the red ocean and decolor it through innovation when most of them struggle to find a blue ocean. The second is market-shaping, in which we collaborate with new species and shape a market. Although some startups have great technology and a willingness to take risks, they do not know how to shape a market for their product. Market-shaping involves strategically creating demand, shaping customer behavior, and reshaping the competitive landscape.



# Texas State Places in National Student Advertising Competition

Ten marketing students participated in the American Advertising Federation's National Student Advertising Competition this past year and placed fourth within their district at the April 19th conference in Dallas, Texas.

This year's case sponsor was Tide, and students were challenged to increase the number people washing their clothes in cold water, which saves consumers money and helps the environment. Students were also tasked with increasing brand consideration, preference, and sentiment toward Tide for consumers aged 18-35.

In Fall 2023, Dr. Rick T. Wilson led McCoy students to develop the advertising strategy for the Tide campaign. Here, students interviewed consumers, conducted focus groups and online surveys, administered product trials, and performed observational research in addition to developing the campaign's marketing strategy. Students in the fall semester included: Brycen Deming, Molly Herrick, Adrianna Liscano, Leah Longoria, Paula Marrero, Jessica Parker, Ashlyn Plymell, Josh Posey, and Jennifer Trainer.

In Spring 2024, several of the marketing students joined students from the School of Journalism and Mass Communications to develop the creative strategy and pitch the ad campaign to industry judges. Four marketing students from the fall research strategy class continued into the spring class and were joined by marketing student, Jenna Sale, who acted as the team's account executive. Pictured below are the five marketing students who participated in the spring creative class (from left to right): Jenna Sale, Brycen Deming, Molly Herrick, Paula Marrero, and Jessica Parker.



*Photo provided by Dr. Wilson*

# AMA Wraps Up Another Successful Semester

This past April, the Texas State American Marketing Association was honored and thrilled to compete in the International Collegiate Conference in New Orleans, Louisiana. The International Collegiate Conference (ICC) is a three-day networking event where 300+ collegiate chapters of the American Marketing Association gather to network with other chapters, compete in various competitions, and attend leadership workshops where marketing industry professionals help students improve and advance their skills they can pursue into their organization. AMA's officers competed in the following competitions where a few of them were able to advance: Perfect Pitch competition, Sales competition, and Marketing Strategy competition. We would like to congratulate the following members for their accomplishments in the competitions: Kylie Hill, Co-Director of BOKO agency, along with her teammate, Jocelyn Young, Director of Community and Social Impact, placed top ten in the Marketing Strategy competition as well as advancing individually in the Perfect Pitch Competition where Kylie Hill placed 3rd. Emily Lyons, President of TXST AMA, advanced in the Sales Competition. During our awards ceremony, we were grateful to be awarded with our chapter's performance in Communications, Membership, and Chapter Planning as well as receiving Commendable Mention on our Marketing Case Competition.

Finishing off this semester, members were invited to the End of the Year Celebration at PuttPub. The members and officers were presented with certificates and awards acknowledging their achievements in AMA.

We would like to congratulate our graduating seniors as we know they will do AMAZING things in their career path. And remember... Be Intentional, and Be Unstoppable!



Photo from Karla Amaro



Photo from Karla Amaro



Photo from Karla Amaro

Now accepting Officer applications and new members for the 2024-2025 term.

**Instagram:** [@txst\\_ama](https://www.instagram.com/txst_ama) |

**LinkedIn:** [Texas State American Marketing Association](https://www.linkedin.com/company/texas-state-american-marketing-association) |

**Website:** [txstateama.com](https://www.txstateama.com)

# The Center for Professional Sales

## Professor Noll Celebrates Last Day as a Senior Lecturer

What a wonderful last day of actually teaching in the classroom at Texas State University even though I'm not off of the payroll until August.

I remember taking a photo of our children many years ago in this same spot on our front porch, how surreal! My day was busy teaching my 2 sales classes, hearing 2 great presentations from Fastenal, (Bo Harris, Greg Hegseth, and Pedro - major corporate partner) to our program, listening to Vicki West's comments to my classes, taking plenty of pictures and providing goodies, working with Molly to triple check the dinner details for last night, having lunch with 2 students who are super stars (Ashlyn McGaughan, Molly Akers), meeting with students to finalize their internships, speaking to Jill Caruso about candidates, and reflecting on the many friends I had made especially with the USCA, Andrea Dixon, Ph.D. Greg Accardo, Andrew Loring, Ph.D. Lee Allison, Richard Tate, Blake Nielson, Ph.D. Dr. Howard Dover, Semiramis Amirpour, Dr. Scott Inks, FSU team - Chuck and Shannon, Dan, K State, University of Wisconsin, Dr. Linda Mullin, and so many others! You have touched my life and I wish all of you the very best!



Photo provided by Mr. Noll

## Sales Student Receives Vicki L. West Professional Sales Scholarship

Congratulations to Mr. Kyle A. Kitagawa, Sales Student and member of the NCSC Sales Team, from Texas State University in the McCoy College of Business in the Center for Professional Sales, for being selected for the Vicki L West Excellence in Sales Scholarship. Kyle is the 3rd recipient of this prestigious scholarship created in honor of Vicki L. West, founder of the Center for Professional Sales. Way to go Kyle!



Photo from Kyle A. Kitagawa  
LinkedIn

Texas State University

# The Center for Professional Sales

## Sales Recognition Dinner

Congratulations graduating sales students from The Center for Professional Sales in the McCoy College of Business at Texas State University for your achievements of graduating AND earning your Sales Certification at the recently held Sales Certification Awards Dinner at Palmers Restaurant, last night, Thursday, April 25 in San Marcos, Texas.

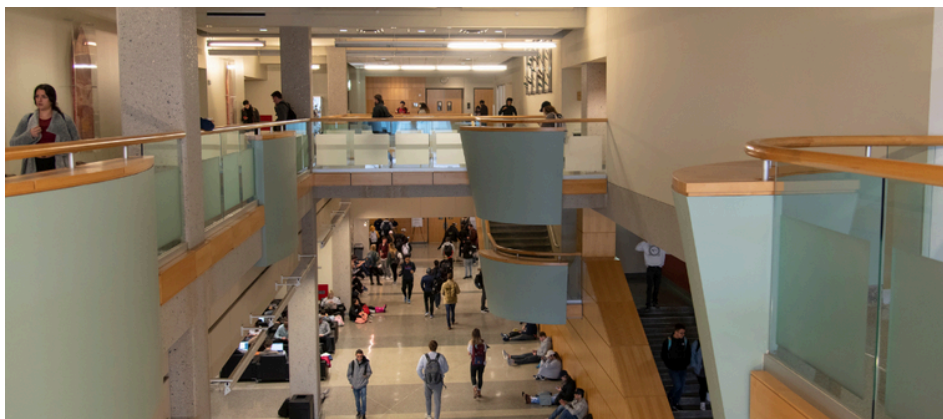
The entire staff, Dr. Anna Turri, Mrs. Vicki West, Mr. Wayne Noll, Dr. Aditya Gupta, Dr. Linda Alkire, and Mr. Derrek Schartz, are very proud of you and are excited about your future. It was great to hear from everyone regarding your employment plans after graduation. Our corporate partners are also very proud of you and what you will bring to their company!

Also, special thanks to my undergraduate assistant and ICSC competitor, Molly Akers, for all of your great work this semester and handling the preparation details for the dinner. Thank you for keeping our brand strong and best of luck as you begin your MBA program at Texas State University. You will be missed. Finally, thank you Nick Szabo and Paige Franklin, Graduate Assistants, and Jack Schultz, undergraduate assistant, for The Center for Professional Sales, for your wonderful work. As I gazed across the dining room during the event, I felt a sense of pride and accomplishment, as this was my last awards ceremony to run as I prepare for my next journey. We have a wonderful team assembled behind me who will continue the tradition of being recognized

as the # 1 Best Sales Program! Lastly, thanks to McCoy College of Business, Texas State University, and especially The Center for Professional Sales, Vicki West, for your support during these past 14 years.



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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## Connect with Us!

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