



# Department of Marketing Newsletter

November 2024

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# INFORMATION SESSIONS

Want more information?  
VISIT: [marketing.mccoy.txstate.edu](http://marketing.mccoy.txstate.edu)

## Speaker

Program  
Coordinator

**DR. GAIL ZANK**



## MASTER OF SCIENCE IN MARKETING RESEARCH AND ANALYSIS

**WEDNESDAY, NOV 20**

**5:30 – 6:30PM CST**



via Zoom

<http://bit.ly/4fwLFFv>

**FRIDAY, NOV 22**

**12:00 – 1:00PM CST**



<http://bit.ly/40z4SCm>



Photo of Dr. Fereshteh Zihagh

# SPOTLIGHT ON DR. FERESHTEH ZIHAGH

**Dr. Fereshteh Zihagh** is an Assistant Professor in the Department of Marketing at Texas State University's McCoy College of Business. She joined the department as a lecturer in 2020 and transitioned to the role of assistant professor in 2022. Dr. Zihagh earned her Ph.D. in Marketing from the University of Texas at Dallas, specializing in quantitative modeling, social networks, and empirical industrial organization (IO).

Dr. Zihagh has developed and taught courses to address the growing demand for modern data analytics skills in marketing. She has taught courses such as Marketing Research and developed an AI course for the MSRMA program, as well as a data visualization course for undergraduate students. The AI course offers applied training in artificial intelligence and data visualization, covering both prediction and classification problems. Using tools like R and Microsoft Power BI, the course trains students in data access, dashboarding, AI, and machine learning to enhance marketing decision-making.

Dr. Zihagh's research focuses on key areas of marketing analytics and has been published in journals such as the *Journal of Product & Brand Management*, *Strategic Marketing*, and the *Journal of Marketing Analytics*. Her work draws on a range of empirical methods—including two-sided matching models, causal designs, econometrics, and machine learning—to investigate topics such as interfirm networks in B2B sales, the role of rhetoric and brand prominence in crowdfunding success, and the application of artificial intelligence in marketing.

Dr. Zihagh has received multiple research grants in recognition of her contributions, including the Summer Research Program (2024), the Research Enhancement Program (REP) (2023), and the McCoy Foundation Faculty Development Grant (2020).

***"I joined Texas State during an exciting period of growth, as the university strives toward achieving R1 research status. Since joining in 2020, I've found it to be a wonderful place to work, and I am truly grateful for the supportive colleagues in the Marketing Department and McCoy College. Their commitment to helping everyone succeed, along with the resources they provide, has made a significant impact on my experience here."***

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# Presidential Celebration of Faculty Honors

From left to right, a photo of Dr. Aditya Gupta, Dr. Steven Rayburn, Department Chair Dr. Anna Turri, and Dr. Holly Syrdal

## Advisory Board Meeting



Photo of Department Chair Dr. Anna Turri, Advisory Board Liaison Dr. Nancy Sirianni and Advisory Board Members Mark Nanez, JR Clark, Debbie Serot, Blake Lyons, Dillon Brown, and Michelle Harper. Along with with members from the American Marketing Association.

On October 24, members of the Marketing Department Advisory Board, including Mark Nanez, JR Clark, Debbie Serot, Blake Lyons, Dillon Brown, and Michelle Harper, met with Department Chair Dr. Anna Turri, Advisory Board Liaison Dr. Nancy Sirianni, AMA Advisor Craig Miller, AAF Co-Advisor Dr. Rick Wilson, and student leaders from the American Marketing Association and the American Advertising Federation to network and brainstorm ways for the Advisory Board to increase its impact with Marketing students. Board members also visited the Student Success Center and met with Dr. Terrance McClain.

## Important Dates

- McCoy College of Business Scholarships applications for the 2025 2026 academic year are **open** from November 1, 2024 February 1, 2025
- Thanksgiving Break: November 27 29
- Last Day of Classes: December 5th
- Final Exams Begin: December 6
- Fall 2024 Commencement: December 13

# American Marketing Association (AMA)



*Photo of American Marketing Association members*

As we wrap up our spooky season and festivities, the Texas State American Marketing Association reflects on our most impactful October events including Marketing Week! Marketing Week challenged AMA members to network, advance their involvement, and execute events to success.

During Marketing week, the first event introduced was Mock Competitions. The Mock Competitions included Marketing Strategy as well as Perfect Pitch. By participating in these competitions, students are able to familiarize their marketing case skills and knowledge when it comes to critical thinking on managing real world business challenges as well as practicing elevating their pitch. From introducing the problem to finding a solution using the principles of marketing, our AMA members were given a case to figure out how to successfully distribute and promote a product to increase sales. Additionally, they presented their pitches to each other on why they would be a perfect candidate for a company.

Next up: Etiquette Dinner! The American Marketing Associations' annual etiquette dinner gave students a deep dive into the do's and don't's of a dining etiquette in a professional setting. Under the expert guidance of Adam Hernandez from TXST Career Services, attendees learned everything from the art of navigating multiple courses to choosing the correct fork (yes there's a difference). Students left the dining event with the confidence to dine in future professional events. We would like to thank Eliza Richeoux for joining our AMA Alumni Panel where she shared her day to day life in corporate America. AMA would also like to thank our wonderful corporate sponsors, The Grand at Stonecreek and The Lyndon, for their gracious contribution.

# American Marketing Association (AMA)

For Thrifty Thursday, the Texas State AMA hosted the AMAzing thrift, a fundraiser event to generate revenue for future events and opportunities for our members. Our unique finds enabled Texas State students to shop to support The American Marketing Association. After a brief interview with Teeaunray, Director of Fundraising, it was with no doubt that the AMAzing thrift fundraiser was a success. Teeaunray states “Our fundraising team put in a lot of preparation into preparing this event and it showed. None of the previous tabling events I’ve done were as fun as this one. The volunteers and members that came to support created a convivial environment, drawing people to interact with our table. On top of selling more than half of the inventory we collected, we were able to connect with students and get more people interested in joining TXST AMA. I’d like to thank my Co-Director, Mackenzie, for her hard work in putting this project together along with our chairs, Rebecca and Faith!”

To finish off our incredible Marketing Week, Texas State AMA’s Vice President, Tin Le, performed in an unforgettable evening at The Porch in San Marcos. Our VP shape shifted into the dazzling drag queen: Yu Phoric. This event not only brought smiles and fun but fostered a community amongst our AMA members and the San Marcos locals. We embraced the beauty of drag and hope to have more memorable DEI events. AMA’s Marketing Week was definitely a highlight of October. The active week of marketing encouraged students to participate in competitions and develop connections while being surrounded in a marketing environment.



*From left to right, photo of American Marketing Association members Teeaunray Logan and Mackenzie Hines*

# American Marketing Association (AMA)



*Photo of American Marketing Association members*



*Photo of AMA President Karla Amaro, Vice President Tin Le, and Vice President Ana Valdes*



*Photo of Professor Dr. Enrique Becerra and AMA members Karla Amaro, Tin Le, Ana Valdes, Kylie Hill, Gisell Jacobo, Vanya Cardenas, and Maryrose Ngyuen*

## Collegiate Regional Conference

- Members of AMA attended the Texas Southern University AMA Regional Conference
- Kylie Hill, Co-Director of Boko Agency, was awarded 1st place in the Perfect Pitch competition
- Co-Vice President, Tin Le, entered the Instagram Reel competition
- The VPs and I were able to connect and take photos with executive board members from two other collegiate chapters
- Attendees participated in multiple sessions to elevate their professional development with topics such as “So You Want to be Your Own Boss?” and “How AI can Elevate Your Marketing Game!”

Texas State University

# The Center for Professional Sales

## Sales Students/Alumni *Highlight*

### Izabelle Walter

*Global Construction and Infrastructure  
Industry Sales Representative – Caterpillar*

**Tell us about your experience in the Caterpillar Leadership Program.**

The Marketing Training Class (MTC) Leadership Development Program has been one of the most impactful programs I've experienced. This 12-week program provides in-depth

exposure to Caterpillar's various divisions, such as Mining, Construction, Oil & Gas, and Solar Power, which broadened my industry knowledge. After the initial training, I began rotations within Global Construction & Infrastructure (GCI), gaining practical experience to prepare me for field placement. Over the past year, I've had the chance to travel across North America, connecting with Caterpillar teams, dealers, and customers. This experience has been incredibly valuable, helping me grow in confidence, decision-making, and time management while significantly expanding my network.

**What was it like to move across the world to take a job?**

Moving from Texas to Illinois was both challenging and rewarding. Professionally, this shift allowed me to focus deeply on my career development, network extensively, and broaden my understanding of the construction industry. Living in the Midwest exposed me to fresh perspectives and diverse work practices, which helped me become more adaptable and versatile. This experience has taught me to feel "comfortable with the uncomfortable," a valuable mindset for working in a global company that requires frequent travel and adaptability.

**What is your advice to sales students still in college at Texas State?**

My advice to students is to take every opportunity that comes your way. Through the sales program at Texas State, I was able to represent the university at the National Collegiate Sales Competition, which led to a graduate assistantship under Professor Vicki West and eventually a role at Caterpillar. If I had let self-doubt hold me back, I would have missed out on these incredible opportunities. Always say "yes" to new experiences—you never know where they might lead.



*Photo of Izabelle Walter*



Texas State University

# The Center for Professional Sales

## Center for Professional Sales - Interview Express



Photo of Professor of Instruction Vicki West with Professional Sales students



Photo of Professional Sales students

## Cintas Class Visit



From left to right, a photo of Joshua Home, Mrs. West, and Vanessa Del Toro.

Cintas executives visit classrooms to give valuable insight to professional sales students.



# 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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