



McCOY COLLEGE OF BUSINESS
TEXAS STATE UNIVERSITY

Department of Marketing Newsletter

October 2024

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INFORMATION SESSIONS

Speaker
Program
Coordinator
DR. GAIL ZANK



MASTER OF SCIENCE IN MARKETING RESEARCH AND ANALYSIS

WEDNESDAY, OCT 23
5:30 – 6:30PM CDT



<https://bit.ly/4dn8JVR>

FRIDAY, OCT 25
12:00 – 1:00PM CDT



<https://bit.ly/4eyUWfE>

via Zoom

Research Spotlight

Conferences

(includes paper presentations, panels/workshops, invited speeches, and other engagement)

Dr. Gail Zank served as a Faculty Colleague for 2024 Marketing Management Association Doctoral Student Consortium, Santa Fe, NM.

Dr. Gail Zank served as a Panel Member for “First Time Teaching Tips” presented at the Marketing Management Association Fall Educators’ 2024 Conference, Santa Fe, NM.

Invited Research Talks

Dr. Linda Alkire was invited to deliver two talks at the Bill Munday School of Business (MSB) at St. Edward's University in Austin, TX. Dr. Alkire conducted a Career Edge workshop for undergraduate and graduate students on strategic self-marketing and taught a seminar for the business faculty on research promotion aimed at elevating scholarly impact and visibility.



SPOTLIGHT ON DR. SIDNEY "SKIP" ANDERSON



Photo provided by Dr. Sidney "Skip" Anderson

Dr. Sidney "Skip" Anderson's career journey is an interesting blend of industry experience and academia. Beginning in the IT sector, Dr. Anderson spent twelve years helping organizations implement enterprise resource planning (ERP) systems. This hands-on experience sparked a passion for research at the intersection of marketing and operations management (OM), driven by his belief that marketing's promises to consumers are often fulfilled by OM. Through his PhD studies at Florida State University, Dr. Anderson honed his approach and has contributed to a diverse set of journals, including marketing, operations management, service, and healthcare administration.

The rapidly evolving field of artificial intelligence (AI) led him to switch his research interests to employee and consumer adoption of AI technologies. To further this research direction, Dr. Anderson earned AI certifications from renowned institutions.

These include courses such as OpenAI GPTs: Creating Your Own Custom AI Assistants (Vanderbilt University), Artificial Intelligence (AI) Education for Teachers (Macquarie University), AI Applications in Marketing and Finance (University of Pennsylvania, Wharton), Adapting to Innovation - Facilitated Learning Network (Texas Higher Education Coordinating Board), and Designing and Building AI Products and Services (Massachusetts Institute of Technology). Supported by his technical background and equipped with his newfound AI knowledge, Dr. Anderson now leads the McCoy College Task Force 4.0, which is charged with developing a framework for business curriculum and education.

His interests in managerially relevant research and desire to bring the real world into his courses leads Dr. Anderson to believe that business professors should remain abreast of the ever-changing corporate world. Through his firm, ARConsultancy, he applies his 24+ years of expertise in data migration, ETL (extract, transform, load), and MFT (managed file transfer) to translate complex technical requirements into actionable business solutions.

Dr. Anderson's practical insights profoundly influence his teaching. In both undergraduate and graduate courses, he integrates real-world challenges, ensuring his students are equipped with the latest industry knowledge. His concern for student success is further evidenced by establishing the Dr. Sidney Anderson and Leslie Asaka Undergraduate Scholarship in Marketing. By merging academic theory with industry practice, Dr. Anderson not only enriches his students' learning experience but also prepares them to navigate the ever-evolving business landscape.

American Marketing Association (AMA)



As we enter the month of October, the Texas State American Marketing Association would like to go over some of the events and achievements made during the month of September.

Over the course of the month, Texas State AMA participated in the San Marcos Pride Festival where members had the opportunity to face paint, fundraise, and support the LGBTQ community. They also had the pleasure of meeting Natalie Dawes from Dell Technologies. During their speaker meeting as they discussed about the importance of elevating your pitch.

Natalie Dawes, Diversity Programming Campus Manager of Dell Technologies, introduced her interns and how the company positively impacted the McCoy students building their career path. The interns talked about their experience and the significance of professional selling and personal branding.

AMA held its first committee meeting where they provided members the opportunity to practice essential business and marketing skills. Hosting these meetings is a great way to allow directors to work together with other committees which leads to having an effective cross-functional team ethic.

The Texas State American Marketing Association is proud to present an important fun networking event coming up. They will be hosting Etiquette Dinner where students have the opportunity to practice professional dining while networking with peers. For anyone interested, flyers will be posted on their bulletin board located on the third floor. More information will be on their website at txstateama.com.



Photo provided by AMA member Summer Bermea

The Center for Professional Sales

University Sales Center Alliance Meeting



Photo provided by Mrs. West

Professor Vicki West, Director of the Center for Professional Sales, and Dr. Linda Alkire attended the Fall 2024, University Sales Center Alliance meeting in Indianapolis, Indiana. With record attendance, the accrediting group has grown rapidly the past year. Directors of Sales Centers from around the world attended, including the Netherlands and Austria. The keynote speaker was from Enterprise Mobility, with presentations from Pella Windows, and Gartner, the world's leading research and advisory firm. Topics of interest included using artificial intelligence in the classroom, strategic planning, best practices, and sales competitions.

Professor West and Dr. Alkire also paid a visit to one of the sales center's corporate partners, OneAmerica, headquartered in downtown Indianapolis. OneAmerica is known for providing retirement services, individual life and financial services, and other services to their customers. As one of the center's corporate partners, they will be attending the center's semi-annual Interview Express event, which will be held in mid-October.



Photo provided by Mrs. West



Photo provided by Mrs. West



Photo provided by Mrs. West



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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