



Professional Selling Corporate Partners Program Department of Marketing



Corporate Partner Benefits

With an annual investment of \$5,000, Corporate Partners receive:

- Membership on the Professional Selling Board
- The opportunity to partner in sales research projects
- Invitations to attend select student events and visit sales classrooms
- Opportunities to interact with top students
- A listing and links on appropriate websites
- A Corporate Partner Member plaque

Corporate Partner Donations

- Support growth in the sales concentration and improve professionalism of sales graduates
- Recognize and reward outstanding student performance
- Defray costs for students attending the National Collegiate Sales Competition

Texas State University-San Marcos is an equal opportunity educational institution. This information is available in alternate format upon request from the Office of Disability Services.

Contact Us

For more information about the benefits of the Professional Selling Corporate Partners Program or to learn how to become a sponsor, please contact us.



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The rising STAR of Texas

A member of The Texas State University System

The Professional Selling Corporate Partners Program, offered through the Department of Marketing in the McCoy College of Business Administration at Texas State University-San Marcos, is designed to enhance the practice and professionalism of selling and sales management.

The program provides corporate partners with the opportunity to invest in the future of McCoy College professional selling students and in the future of the profession. Corporate partners develop strong, lasting relationships with some of the top sales students in the country.

“Working closely with the McCoy College has allowed Liberty Mutual to recruit excellent students who are ready to enter the workforce and immediately have a positive impact on our results.”

— Dan Gutschewski, LUTCF
Branch Manager, Austin and Round Rock
Liberty Mutual Insurance Company

Student Benefits

Students who participate in the sales concentration take challenging courses that focus on both theory and action learning, which enhances their understanding of the sales process.

“My position at Robert Half International entails giving professional corporate presentations to companies like Chevron and J.P. Morgan Chase. My boss recently praised my selling ability and strategies, all of which I learned in the Marketing Department in my Professional Selling class. Thank you so much for teaching me about the sales profession and also teaching me the skills that have made me so successful!”

— Jessica McNeely
Office Team Staffing Manager
Robert Half International



The sales concentration consists of four key learning experiences:

Professional Selling

This class teaches the basics of the selling profession and introduces students to action learning in sales role play presentations, corporate sales presentations and writing a sales letter.

Sales and Sales Management

This class teaches sales force recruiting, training and management, sales budgeting and forecasting, and territory management. Case studies are included.

Directed Study in Sales

This class includes three components that take students to the next level of understanding the intricacies of selling, including the use of technology for increased productivity, prospecting and developing specific account strategies.

Sales Internships

The final learning experience is an internship in the sales profession, which reinforces the concepts learned in the classroom and provides real-world experience.

“Interviewers were impressed that I asked about the decision-maker, had a thesis, took notes during the sale, and most important, applied SPIN. If I had not been exposed to sales training at Texas State, I would have had a slim chance of securing a position with such a successful and highly revered company.”

— Meggie Dominguez
District Manager, ADP

Student Success

McCoy College's sales students consistently perform well at the National Collegiate Sales Competition:

2004 – First place in product/service categories combined, first runner-up in championship round, top three teams award

2005 – Top 10 teams award

2006 – Top 10 teams award

2007 – Individual quarterfinals award

2008 – Individual quarterfinals award

2009 – Winner - Graduate Division

2010 – Winner - Graduate Division

“The curriculum in McCoy College opened up a new world previously unknown to me – Professional Selling. From winning in-class competitions for both role-play and corporate presentations, to being selected out of a field of 300 students to compete at the National Collegiate Sales Competition, my career opportunities have expanded exponentially.”

— Brett Georgulis
Winner, graduate division, NCSC 2010
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