Career Overview
Marketing is a broad field with the primary purpose of generating demand for an enterprise’s products or services. Responsibilities can include research activities to determine consumer preferences and to guide firms in dealing with those preferences; creating advertising strategies and making advertising arrangements; and designing, creating, and pricing new products and services.

Careers in marketing include positions in marketing management, brand management, sales management, advertising, marketing research, retailing, and consumer affairs.

Major Overview
At Smeal, every marketing course explores these elements and their relationship to the fifth “P” of marketing: people.

▶ Connecting with People: Marketing majors connect with people in a variety of settings, particularly when they leave the classroom behind to collect marketing data, from surveying museum patrons about why they’re visiting to questioning industrial engineering majors about their choice of fields.
▶ Using Data: By analyzing findings—data analysis is a critical component of effective marketing—students learn how information contributes to a range of marketing activities including developing marketing plans, product planning, and brand building.

Preparing to Enroll in the Major
Enrollment in the Marketing major is contingent upon several criteria, which includes the timing and completion of a specified range of cumulative credits at Penn State. Students must earn a minimum of 44 cumulative credits but not exceed 59 cumulative credits. These credits include required business foundation and related courses. In addition to an overall competitive GPA in all courses, a competitive GPA in the required foundation and related courses is also required.

Marketing Major Course Offerings
The following courses are offered as part of the Marketing major.

▶ MKTG 301 (3): Principles of Marketing
  Focuses on customer behavior, product, channels of distribution, promotion, and pricing with emphasis on a culturally diverse environment.

▶ MKTG 327 (3): Retail Management
  Management of marketing institutions in distribution channels from producers to consumers.

▶ MKTG 330 (3): Consumer Behavior
  Application of behavioral science concepts to the understanding of buyer behavior as a basis for marketing management decision making.

▶ MKTG 342 (3): Marketing Research
  Research approaches, methods, and applications studied as a formal approach to problem solving for marketing decisions.

▶ MKTG 410 (3): Personal Selling
  Principles underlying the selling process and practical application of these principles to selling situations.
Marketing Highlights
Consider some of the other factors that help to enhance the environment for Marketing students at the Smeal College of Business.

Penn State Marketing Association:
One of the largest student-run organizations at Penn State, PSMA provides members networking opportunities and an outlet for professional growth.

Center for Sports Business & Research:
Supports career development, research innovation, programming, and academic training for students interested in the business of sports.

Penn State Prime:
Gives students the opportunity to gain hands-on project management skills in the areas of advertising and brand marketing.

Jacobs Fellows:
A Fellows program geared toward students interested in careers in retail-related fields. Students are invited to represent Smeal at the National Retail Federation’s Big Show in New York City.

MKTG 422 (3): Advertising and Sales Promotion
Understand key decisions, creative strategies, and tools used by ad agencies. Create an integrated marketing communications campaign using traditional and new media.

MKTG 426 (3): Business Marketing
Developing marketing strategies and programs. The course emphasizes the special nature of the business and organizational markets.

MKTG 428 (3): Advanced Sales Management
Approaches to planning, organizing, staffing, training, directing, and controlling the sales force in support of marketing objectives.

MKTG 437 (3): Advanced Retailing and Merchandise Management
Analyzing planning and controlling the retail merchandising effort, including procurement, resource selection, vendor relations, product presentation, inventory control.

MKTG 440 (3): Services Marketing
Marketing theory and methods applied to profit and nonprofit service industries such as health care, finance, transportation, tourism, arts and consulting.

MKTG 443 (3): Sports Marketing
This course will focus on how companies develop, execute and measure marketing strategies and tactics to use sports teams, families, leagues and other organizations to market their products and services.

MKTG 445 (3) (IL): Global Marketing
Role of international marketing in the global environment; political, economic, geographic, historical, cultural conditions; developing and implementing international marketing strategies.

MKTG 450W (3): Marketing Management Policies and Programs
Market-oriented problems of the firm; identification and selection of market opportunities; formulation of competitive strategies; marketing policies and programs.

MKTG 497 (3): Sports Business
Introduces matters related to the sports industry including management structures in professional, intercollegiate, and international sports; facility management; sociological aspects; and consumer behavior.

MKTG 497 (3): Brand Management
Brands are a potentially valuable asset to firms in b2b and b2c markets. Strong brands influence purchase and consumption of communicating value and providing differentiation in the marketplace. This course investigates how to create profitable brand strategies by building, measuring, and managing brand equity.

MKTG 497 (3): Sports Marketing Analytics
This course provides an opportunity for all marketing students to gain experience with analytical tools quickly gaining popularity in the industry. Although the course uses real data from sports, the concepts learned can extend to practically any business environment.

Select a Two-Piece Sequence (6 credits) from one of the areas below or complete a designated University minor.

Accounting
Business Sustainability
Economics
Entrepreneurship
Finance
Information Systems Management
International Business
Management
Real Estate
Risk Management
Supply Chain and Information Systems

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