

Marketing Department



Faculty and Research

The Penn State Smeal Marketing Department has a longstanding tradition of excellence in research, which impacts student learning. Our faculty work across many domains, serving as editors, associate editors, and editorial board members of premier journals. They consistently publish research that contributes to our understanding of both the timeless foundations of marketing and leading-edge concepts and tools, connecting theory and practice. Students in turn develop creative and analytical skills as they pursue customer-focused careers.

The Smeal Marketing Community Research Center and Student Associations

A number of supporting organizations give Smeal Marketing students the opportunity for proactive, hands-on customer-focused learning including:

Institute for the Study of Business Markets (ISBM)

isbm.smeal.psu.edu/

Part of a network of research centers at Smeal, the ISBM has a mission of expanding research and teaching in business-to-business marketing in academia and improving the practice of business-to-business marketing in the industry. The ISBM is supported by more than 50 corporations.

Penn State American Marketing Association (PSAMA)

PSAMA provides its members with networking opportunities and an outlet for professional and personal growth. It is one of the largest student-run organizations at Penn State and is recognized annually as one of the premier American Marketing Association collegiate chapters in the nation.

Penn State Prime

Penn State Prime gives students the opportunity to gain hands-on project management skills in advertising and brand marketing. Students participate in workshops, case competitions, and networking sessions. They may apply these skills in a spring practicum course mentored by ad agency executives and brand managers.

Jacobs Fellows

Marketing students who have a strong interest in pursuing careers in retail-related fields are encouraged to apply to become Jacobs Fellows. The Fellows program, in tribute to Melvin Jacobs, a graduate of Penn State and former Chairman and CEO of Saks Fifth Avenue, encourages outstanding marketing students to further their interest in the retail industry. Eight candidates are selected annually as Jacobs Fellows and are invited to represent Smeal at the National Retail Federation's Big Show in New York City. Students interested in applying to become Jacobs Fellows should apply when announcements are made each Fall.

Marketing Graduates

Smeal marketing students at the undergraduate, MBA, and Ph.D. level go on to pursue positions at top companies or faculty positions at leading research universities. Recent graduates have landed positions at companies such as Amazon, Deloitte, Dick's Sporting Goods, Google, Heinz, IBM, Johnson & Johnson, JPMorgan Chase, Kohl's, PepsiCo, the Pittsburgh Pirates, Unilever, and more. Many excellent Ph.D. students who have graduated from our program are now tenured professors at Georgetown University, University of Pennsylvania, University of Texas-Austin, and more. Recent graduates have landed jobs at high-level universities like Notre Dame, University of Delaware, University of Georgia, University of Kentucky, University of Nebraska-Lincoln, and others.



Marketing Faculty

Our department is consistently ranked among the top 20 Marketing Departments in the world in terms of research productivity, known for both establishing the traditions of our field as well as advancing concepts and tools that are forward-thinking. Our faculty members contribute frequently to the most prestigious journals in our field and are among leading scholars in consumer behavior, business-to-business marketing, and quantitative modeling of buyer behavior and firm interactions. They regularly consult with major companies on important strategic problems, serve as expert witnesses in cases involving important marketing and public policy issues, and bring such knowledge back to the classroom. As a result, our students gain first-hand knowledge of marketing as practical and theoretical, as traditional and leading edge, and as both a science and an art.

Contact Us

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Join us on:  *Penn State Smeal Marketing Department*

Faculty Members	Highest Degree Earned
Consumer Behavior	
Hans Baumgartner, Smeal Professor of Marketing	Ph.D., Stanford University, 1988
Lisa E. Bolton, Professor of Marketing, Frank and Mary Jean Smeal Research Fellow	Ph.D., University of Florida, 2000
Jennifer Chang Coupland, Clinical Professor of Marketing & Paiste Fellow in Teaching and Learning	Ph.D., Northwestern University, 1998
Eunice Kim, Assistant Professor of Marketing	Ph.D., Yale University, 2010
Meg Meloy, Chair of Marketing Department and Professor of Marketing, Zimmerman Fellow	Ph.D., Cornell University, 1996
Jennifer Roth, Instructor of Marketing	M.B.A., Penn State University, 2014
Dave Winterich, Assistant Teaching Professor	M.S., Texas A&M University, 2009
Karen Winterich, Professor of Marketing, Frank and Mary Smeal Research Fellow	Ph.D., University of Pittsburgh, 2007
Marketing Management & Strategy	
Franklin Carter, William A. Donan Clinical Professor of Marketing	Ph.D., Carnegie-Mellon University, 1997
Matthew Checchio, Instructor of Marketing	M.S., Drexel University, 2012
Fred Hurvitz, Kohl's Professor of Practice in Retail, Associate Teaching Professor	M.B.A., Penn State University, 1977
Jeff Kukitz, Instructor of Marketing	M.B.A., Penn State University, 2002
Gary Lilien, Distinguished Research Professor of Management Science & Research Director of ISBM	Ph.D., Columbia University, 1973
J. Andrew Petersen, Associate Professor of Marketing	Ph.D., University of Connecticut, 2008
John Powell, Instructor of Sports Marketing	MBA, Wharton, 1967
Arvind Rangaswamy, Anchel Professor of Marketing	Ph.D., Northwestern University, 1985
Johanna Slot, Assistant Professor of Marketing	Ph.D., Tilburg University, 2013
Stefan Wuyts, Professor of Marketing	Ph.D., Erasmus University Rotterdam, 2003
Quantitative Modeling	
Min Ding, Bard Professor of Marketing	Ph.D., University of Pennsylvania, 2001
Duncan Fong, Professor of Marketing, Frank and Mary Jean Smeal Research Fellow	Ph.D., Purdue University, 1987
Chelsea Hammond, Clinical Assistant Professor of Marketing	Ph.D., University of Connecticut, 2009
John Liechty, Professor of Marketing & Statistics	Ph.D., Cambridge University, 1998
Gary Lilien, Distinguished Research Professor of Management Science & Research Director of ISBM	Ph.D., Columbia University, 1973
J. Andrew Petersen, Associate Professor of Marketing	Ph.D., University of Connecticut, 2008
Arvind Rangaswamy, Anchel Professor of Marketing	Ph.D., Northwestern University, 1985
Ning Zhong, Assistant Professor of Marketing	Ph.D., Emory University, 2019