

**THE MARKETING  
MAJOR IN THE  
SMEAL COLLEGE OF  
BUSINESS**

# Degree Requirements (3+3+2)

- 9 credits of prescribed courses  
(A grade of “C” or higher is required in all courses):
  - Mktg. 330 Consumer Behavior
  - Mktg. 342 Marketing Research
  - Mktg. 450 Marketing Strategy
- 9 credits of elective courses  
(A grade of “C” or higher is required in all courses)
- Two-piece sequence

# Marketing electives (choose 3 classes)

- Mktg. 327 Retailing
- Mktg. 410 Personal Selling
- Mktg. 422 Advertising & Sales Promotion Management
- Mktg. 426 Business Marketing (Spring only)
- Mktg. 428 Advanced Sales Management (Spring only)
- Mktg. 437 Advanced Retailing and Merchandise Management
- Mktg. 440 Services Marketing
- Mktg. 442 Sustainable Behavior of Consumers, Firms, and Societies
- Mktg. 443 Sports Marketing (Spring only)
- Mktg. 445 Global Marketing
- Mktg. 449 Sports Business Market Strategy (Fall only)
- Mktg. 472 Strategic Brand Management (Fall only)
- Mktg. 473 Digital Marketing Communication
- Mktg. 474 Marketing Analytics (Spring only)

# Thinking about the Marketing Major?

## Focus Areas and Associated Courses

	327 Ret1	410 PSell	422 Adv	426 B2B	428 Sales	437 Ret2	440 Serv	443 SpM	445 Glob	449 Sports Bus	472 Brnd Man	473 Dig Mktg	474 Mktg Ana	Career Path
General Marketing	S	S	S	S	S	S	S	S	S	S	S	S	S	
Brand Management	S		S			S			S		C	S		Brand Manager Product Marketing Manager
Consultative Selling		S		S	C		S						S	Key Account Manager Sales Director
Digital Marketing	S		S			S			S		S	C		Social Media Manager Digital Marketing Director
Marketing Analytics				S								S	C	Research Director Digital Analyst
Retail and Merchandise Management	C		S			S	S				S	S		Merchandise Buyer Regional Store Manager
Sports Marketing		S			S			C		S				General Manager - Ticket Sales Corporate Director of Sports Sponsorships

Note: C - Core course within each focus area. S - Suggested courses within each focus. Students do not have to pick a focus area and can choose three Marketing electives that fit their career interests.

# Brand Management Focus

- **Select 3 electives:**
  - MKTG 327 – Retailing
  - MKTG 422 – Advertising and Sales Promotion Management
  - MKTG 437 – Advanced Retailing and Merchandise Management
  - MKTG 442: Sustainable Behavior of Consumers, Firms, and Societies
  - MKTG 445 – Global Marketing
  - **MKTG 472 – Strategic Brand Management (core course)**
  - MKTG 473 – Digital Marketing
- **Faculty Contacts:**
  - Lisa Bolton, Jennifer Coupland, Eunice Kim, Meg Meloy, Karen Winterich



# Brand Management Focus

- Internships:

- Brand Marketing Department, F'Real Foods
- Branding Department, L'Oreal



- Alumni:

- Associate Marketing Director, Kimberly-Clark
- Marketing Specialist, Ingersoll Rand
- Associate Brand Manager, Unilever



# Consultative Selling Focus

- **Select 3 electives:**
  - MKTG 410 – Personal Selling
  - MKTG 426 – Business Marketing
  - **MKTG 428 – Advanced Sales Management (core course)**
  - MKTG 440 – Services Marketing
  - MKTG 474 – Marketing Analytics
- **Faculty Contacts:**
  - Franklin Carter, Andrew Petersen, Jennifer Roth, Johanna Slot, Dave Winterich



# Consultative Selling Focus

- Internships:

- Sales Marketing, PepsiCo/Frito-Lay
- Sales Department, Mars Inc.



- Alumni:

- Account Executive, Memorable Entertainment Television
- Advertising Sales Assistant, Discovery Communications
- Senior Sales Service Representative, Mondelez International





# Digital Marketing Focus

- **Select 3 electives:**
  - MKTG 327 – Retailing
  - MKTG 422 – Advertising and Sales Promotion Management
  - MKTG 437 – Advanced Retailing and Merchandise Management
  - MKTG 445 – Global Marketing
  - MKTG 472 – Strategic Brand Management
  - **MKTG 473 – Digital Marketing (core course)**
- **Faculty Contacts:**
  - Matt Checchio, Min Ding, Ning Zhong



# Digital Marketing Focus

- Internships:

- Digital Marketing, PetSmart
- Marketing & Digital Media, Twenty Over Ten



- Alumni:

- Director of Creative Strategy, Deeplocal
- Product Marketing Manager, Google
- Strategy & Analytics Consultant for Interactive Experience and Mobile, IBM



# Marketing Analytics Focus

- **Select 3 electives:**
  - MKTG 426 – Business Marketing
  - MKTG 473 – Digital Marketing
  - **MKTG 474 – Marketing Analytics (core course)**
- **Faculty Contacts:**
  - Hans Baumgartner, Duncan Fong, Chelsea Hammond, Andrew Petersen, Ning Zhong



# Marketing Analytics Focus

- **Internships:**

- Core Assurance, PwC
- Planning & Allocations, TJX Companies



- **Alumni:**

- Sustainability Manager, New Pig
- Senior Digital Analyst, Moxie
- Business Analyst, Deloitte Consulting



# Retail and Distribution Management Focus

- **Select 3 electives:**
  - **MKTG 327 – Retailing (core course)**
  - MKTG 422 – Advertising and Sales Promotion Management
  - MKTG 437 – Advanced Retailing and Merchandise Management
  - MKTG 440 – Services Marketing
  - MKTG 442 – Sustainable Behavior of Consumers, Firms, and Societies
  - MKTG 472 – Strategic Brand Management
  - MKTG 473 – Digital Marketing
- **Faculty Contacts:**
  - Fred Hurvitz, Meg Meloy, Stefan Wuyts



# Retail and Distribution Management Focus

- Internships:

- Merchandising Department, Cedar Point
- Retail Department, Nordstrom



- Alumni:

- Merchandise Planner, Dick's Sporting Goods
- Store Manager, Kohl's Department Stores
- Senior Allocation Analyst, TJX Companies



# Sports Marketing Focus

- **Select 3 electives:**
  - MKTG 410 – Personal Selling
  - MKTG 428 – Advanced Sales Management
  - **MKTG 443 – Sports Marketing (core course)**
  - MKTG 449 – Sports Business Market Strategy
- **Faculty Contacts:**
  - John Powell, Matt Checchio, Jeffrey Kukitz



# Sports Marketing Focus

- **Internships:**

- Marketing Department, Little League Baseball Incorporated
- Marketing Department, State College Spikes



- **Alumni:**

- Associate, Sports Marketing and Sponsorships, KPMG
- Senior Account Executive, Los Angeles Rams
- Coordinator, Sponsorship Strategies, Team Epic





# Two-piece sequence

- two courses in a specific discipline related to Marketing
- lots of options within Smeal (including Business Sustainability, Entrepreneurship, International Business, etc.)
- some university minors or concurrent majors may be used in lieu of completing the 2-piece sequence (e.g., Economics, any Foreign Language Minor, Statistics);
- for Marketing, the preapproved minors include Digital Media Trends and Analytics, Media Studies, Psychology, and Sociology)
- talk to an advisor for details

# Additional Resources

- 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.



# Additional Resources (cont'd)

- Penn State Prime



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



# Who Can Help?

- Academic Advisor (202 BB)
  - What requirements/courses you need to graduate
  - Ideas for 2-piece sequence or minors
  - Transfer of credits (e.g., study abroad, internship)
  - Degree audit questions
  - Personal issues
  - Character references
- Faculty Advisor (4th floor)
  - Careers
  - Grad school prep
  - Resume feedback
  - What courses/minors fit your career interests
- Faculty Coordinator
  - Concerns related to the advising process
  - Fred Hurvitz  
(fbh1@psu.edu, 458 BB)

# Employment

- Average starting salary of 2017-18 Smeal Marketing graduates around \$51K.
- Most students take jobs in marketing and/or sales, but consulting, general management, financial/accounting, operations/production and other jobs are also common.
- Having an internship greatly increases your employment prospects; the top hiring org's for internships and coops include TJX, PepsiCo, Comcast, Macy's, Ross Stores, and Target.
- The top hiring org's for full-time jobs in 2017-18 were Oracle, PepsiCo, TJX, Macy's, and IBM.

**For more Information about Marketing please visit:**

<http://ugstudents.smeal.psu.edu/academics-advising/information-on-smeal-majors/marketing>

[A Collection of Informational Marketing Videos](#)

[Career Packet](#)

[Marketing Alumni Book](#)

[Marketing Focus Areas](#)

[Marketing Department Information](#)

[Marketing Department Recruitment](#)

[Penn State Smeal Marketing Department on Facebook](#)

[Marketing Department Home Page](#)

[Penn State American Marketing Association \(PSAMA\)](#)

[Penn State Prime](#)