



STUDENT OF THE MONTH

LEXI PRINCE

Lexi Prince, our January Student of the Month, chose marketing because of its interesting blend of psychology, strategy, and functional business. As a fourth year Marketing major, Lexi is making an impact in and out of the classroom.

Lexi's favorite marketing class was Marketing 330 Consumer Behavior. It changed the way she thought about mainstream marketing and how consumers think and behave. This class helped her create a solid foundation for future marketing classes and involvements here at Penn State. Lexi's MKTG 442 professor said she was an excellent student by commenting and engaging in class discussion. She also took additional coursework in MIS and Digital / Sustainability Marketing to round out her academic career.



Outside of the classroom, Lexi has been involved as a project leader for Penn State American Marketing Association - PSAMA's Marketing Analytics Division. As the project lead, she led a team of 6 in a Tableau data visualization project that was evaluated through a client facing lens.

She has also served on and led client engagements in Nittany Lion Consulting Group serving on and leading client engagements. She was the recipient of the



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NLCG Legacy Award for Excellence and Integrity for her commitment to delivering high quality work to the client.

Lexi has been involved in undergraduate research centered around improving student experiences in STEM / business experiential learning programs. Through this, she's written several conference papers, presented posters, papers, and findings at multiple academic conferences. Finally, to round out her campus activities, she has been involved in student government and worked as a writing tutor and math teaching assistant.

This past summer, Lexi completed a 10-week pharmaceutical marketing internship with Cencora. She gained valuable experience by serving independent pharmacies across the country and representing the company at their annual trade show in Orlando.

In Lexi's spare time, she likes to be out in nature and relax on a hike. She grew up dancing competitively and participated in over 5 different styles. Finally, her favorite animal is a 3 toed sloth, which she was overjoyed to have met one!

After graduation, Lexi hopes to work in pharmaceutical marketing. "Marketing is all around us, especially now with technology, and I want to be a part of this dynamic and interesting part of business. To really know and understand the consumer, and to deliver on their wants and needs."

Dr. Karen Winterich, MKTG 442 Sustainable Behavior of Consumers, Firms, and Societies professor, "Lexi is a light in the classroom and her hard work has a positive impact on others outside of the classroom."