



STUDENT OF THE MONTH

KYLIE SCHULZ

Kylie Schulz, our March Student of the Month, is recognized as a natural leader with contagious energy, fostering collaboration and inspiring those around her. She is a dedicated, passionate student and a true role model for her peers.

Kylie chose to major in marketing as a way to express her creativity and learn strategies to attract consumers with products that meet their tastes and needs. Believing that marketing is a vital component of any business structure, she felt her personality and leadership skills made this field the perfect fit. In addition to her marketing major, she is pursuing a minor in Supply Chain Management and Information Sciences and Technology, further broadening her knowledge and expertise.



Kylie has applied her leadership skills by serving as the Executive Vice President and incoming President of the Penn State American Marketing Association (PSAMA). She made history within PSAMA as the first junior to hold the Executive Vice President role, making her the youngest to serve in a position of this capacity. Additionally, she is the Marketing Chair for the Biotechnology and Pharmaceutical Club.

Kylie's PSAMA advisor, Dr. Keisha Liggett Nichols, praised her contributions: "Kylie exemplifies the Penn State Smeal College of Business values. Kylie acts with integrity, demonstrates respect for her peers, and is responsible and accountable in the way she acts and engages. She exhibits discovery by actively seeking out new information so our organization can grow and learn—promoting new ideas and critical thinking. Her growth mindset sets her on a path toward goal attainment and excellence. Lastly, Kylie has a focus on cultivating, growing, and impacting her communities here at Penn State."



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Kylie's favorite class has been MKTG 410 – Personal Selling with Professor Jennifer Roth. “Learning about personal selling, as it is the career I wish to pursue after graduation, has given me insights into handling creative approaches and selling strategies. Professor Roth draws on real-world sales obstacles and objections to prepare students to close a sale.”

This past summer, during Kylie's internship with Techtronic Industries (TTI) as a Field Sales and Marketing Intern, she was a finalist for a New Product Innovation Pitch. She competed against five other interns nationwide from a total pool of 168 interns. This summer, she plans to intern with Altria.

In her free time, Kylie enjoys cooking and playing on an intramural flag football team. She is also a runner and completed her first half marathon in May; she plans to compete in the same race this spring.

After graduating in spring 2026, Kylie's goal is to work for a medical device company as a sales representative, selling B2B products that help doctors perform efficiently on their patients. The medical field has always interested her and combining that passion with her selling skills makes this career path an ideal fit.

PSAMA provides its student members with real-world business experience—not just limited to the fundamentals of marketing but also exploring all professional and foundational business skills. Through personal and professional development, networking, and leadership, PSAMA offers its members the vital prerequisites needed for any undergraduate to make a smooth transition to the workforce.

Meetings are every Wednesday in the Business Building.



Penn State