



STUDENT OF THE MONTH

WILL TAZZA

Will Tazza, our November student of the month, was drawn to marketing as it uniquely combines creativity with analytical thinking, allowing him to leverage both sides of his skillset. As a fourth year Marketing major, with minors in Psychology, Supply Chain and Information Sciences and Technology, and Information Systems Management, Will has made an impact on the Penn State campus.

Will was drawn to marketing because of its dynamic nature—constantly evolving with trends, technology, and consumer behavior. He is intrigued with understanding what drives people and translating those insights into impactful strategies that shape brand experiences and influence decisions. Additionally, with a focus on data-driven decision-making, marketing allows him to delve into consumer insights and behavioral analysis, which align well with his interest in psychology and analytics. Ultimately, marketing has provided him with an avenue to explore his curiosity about people, use creativity, and make a tangible impact on the business landscape.





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The immersive, hands-on experience where students take on specific roles within either a brand management or ad agency team in MKTG 495A: Brand Management and Campaign Strategy (Penn State Prime Practicum) has been Will's favorite marketing class. He enjoyed the challenge of addressing a real issue for an actual client, allowing the students to experience the full client-agency process with guidance from a mentor.

Within the Prime Practicum, the students focused on gathering and analyzing a range of consumer data, including focus groups, ethnographic studies, and data from both primary and secondary sources. They conducted detailed surveys and interviews to understand the target demographic's preferences, behaviors, and challenges. This experience reinforced Will's belief in the power of data-driven decision-making and highlighted how a deep understanding of the consumer journey can shape impactful brand strategies. The course also underscored the importance of collaboration across diverse teams, combining creative and analytical thinking to drive results. This experience solidified his passion for strategic marketing, giving him insight into how meaningful strategies can connect with consumers and support business goals.

Outside of the classroom, Will serves as the President of Penn State Prime Marketing Organization and is the Founding Director of Diversity, Equity, and Inclusion for the Penn State American Marketing Association. Additionally, he holds the position of Director of Data Analytics within the University Park Undergraduate Association.



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He also contributes as an Undergraduate Research Assistant with the Center for Social Data Analytics, as a Community and Belonging Educator at the Center for Social Change and Belonging, and as a Student Ambassador with the Office of Student Care and Advocacy through Penn State Students United Against Poverty.

This past summer, he completed an Area Management Internship with Amazon, gaining valuable experience in supply chain operations. This followed a semester-long experience conducting Supply Chain Undergraduate Research for Smeal's Center for Supply Chain Research (CSCR®).

Will, who loves exploring new places and cultures, plans to pursue a meaningful career in marketing, ideally with an agency that aligns with his core values. He is especially interested in working with agencies that emphasize Belonging, Social Impact, and ESG (Environmental, Social, and Governance) initiatives.

Dr. Jennifer Coupland, Clinical Professor of Marketing and Prime Advisor, says “Will cares deeply about every role he takes on and makes a difference wherever he goes. His future will no doubt be a meaningful one.” Will is excited to explore the possibilities ahead and make a positive impact in his career after graduation in May 2025. His final major post-grad goal is to adopt a cat!

[Learn more about Penn State Prime](#)

