



# STUDENT OF THE MONTH

VINCENT CAPRIA

Senior marketing major Vincent Capria likes to think out of the box and be creative with decisions that can better a brand or a business. He is the Marketing Department's September Student of the Month.

Vincent chose to be a Penn State Marketing major after taking Marketing 301 and saw all the career possibilities that could open up for him. He has a Business Development and Sales emphasis and really enjoyed Marketing Research (MKTG 342) with Dr. Pagiavlas. Their class project was to conduct research that is relevant to marketers. He chose a business in State College, conducted research on the issues the company could be facing and proposed ways to address these issues going forward. This project was an eye opener about how businesses can perform or not perform in the market.

With the knowledge that he has gained in his Smeal Business coursework, Vincent had an internship this past summer as a Budget and Financial Examiner with the Government of Nassau County, NY under the Office of the Nassau County Executive.





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When not in the classroom, Vincent is a huge New York Yankees fan and a volunteer fire fighter with the Alpha Fire Company. He has achieved national certification as an Emergency Responder in Hazardous Materials / Weapons of Mass Destruction at the Technician Level. He is also a Hazardous Materials Technician Responder with the Centre Region Hazardous Materials Response Team (Formerly Penn State Hazardous Materials Response Team). Recently, Vincent was featured in the Smeal College of Business's video promoting the fall 2024 all-college meeting. He was the lucky fire fighter drenching Dean Corey Phelps with a fire hose.

After graduation, Vincent plans on returning to Penn State to earn his Master of Business Administration (MBA).

