



Marketing



Career Overview

Penn State Smeal Marketing offers students an education balancing the timeless foundations of marketing with leading-edge concepts and tools, connecting theory and practice to enable better business decisions, in a diverse and collaborative environment. You'll find courses that provide a flexible foundation to develop a variety of skills (creative, analytical, collaborative, interpersonal, hands-on), which are further enriched by practicum-based learning and alumni involvement.

Careers in marketing include positions in marketing management, brand management, sales management, advertising, digital analytics, marketing research, retailing, and consumer affairs.

Major Overview

At Smeal, every marketing course explores aspects of the four P's of marketing—product, price, place, promotion—and their relationship to the fifth “P” of marketing: people. In doing so, students use data to analyze findings and learn how this information contributes to a range of marketing activities including developing marketing plans, product planning, and brand building.

Students may select their own combination of electives, or they may choose courses in one of the following Marketing Specialty Tracks that reflect specific career paths: a) Strategic Insights and Analytics (e.g.,

Brand Management, Digital Marketing) or b) Business Development and Sales (e.g., Consultative Selling, Sales Management).

Preparing to Enroll in the Major

Enrollment in the Marketing major is contingent upon several criteria, which include the timing and completion of a specified range of cumulative credits at Penn State. Students must earn a minimum of 36 cumulative credits but not exceed 59 cumulative credits. These credits include required business foundation and related courses. In addition to the course and credit window requirements, students must attain a competitive overall GPA in all courses.

Marketing Major Course Offerings

The following courses are offered as part of the Marketing major:

MKTG 301 (3): Principles of Marketing (required): Focuses on customer behavior, product, channels of distribution, promotion, and pricing with an emphasis on a culturally diverse environment.

MKTG 330 (3): Consumer Behavior (required): Applies behavioral science concepts to the understanding of buyer behavior as a basis for marketing management decision making.

MKTG 342 (3): Marketing Research (required): Focuses on research approaches, methods, and applications studied as a formal approach to problem solving for marketing decisions.

MKTG 410 (3): Personal Selling: Explores principles underlying the selling process and practical application of these principles to selling situations.

MKTG 422 (3): Advertising and Sales Promotion: Understand key decisions, creative strategies, and tools used by ad agencies. Create an integrated marketing communications campaign using traditional and new media.

MKTG 426 (3): Business Marketing: Develop marketing strategies and programs. The course emphasizes the special nature of business and organizational markets.



Marketing

MKTG 428 (3): Advanced Sales Management: Focuses on planning, organizing, staffing, training, directing, and controlling the sales force in support of marketing objectives.

MKTG 437 (3): Advanced Retailing and Merchandise Management: Analyze, plan, and control the retail merchandising effort, including procurement, resource selection, vendor relations, product presentation, and inventory control.

MKTG 440 (3): Services Marketing: Applies marketing theory and methods to profit and nonprofit service industries such as health care, finance, transportation, tourism, arts, and consulting.

MKTG/BA 442 (3): Sustainable Behavior of Consumers, Firms, and Societies: Focuses on strategies to influence sustainable behaviors, with special consideration of consumer response and marketing communications.

MKTG 443 (3): Sports Marketing: Learn how sports organizations market their teams, leagues and events, as well as how major brands market their products and services through media.

MKTG 445 (3) (IL): Global Marketing: Examines the role of international marketing in the global environment; political, economic, geographic, historical, cultural conditions; develop and implement international marketing strategies.

MKTG 449 (3): Sports Business Market Strategy: Introduces students to strategies for overcoming the unique business challenges faced by the sports industry.

MKTG 450W (3): Marketing Strategy (required): Examines market-oriented problems of the firm, identification and selection of market opportunities, formulation of competitive strategies, marketing policies, and programs.

MKTG 472 (3): Strategic Brand Management: Addresses how to create profitable brand strategies by building, measuring, and managing brand equity.

MKTG 473 (3): Digital Marketing: Examines how evolving technologies are impacting marketing decisions including the Internet, mobile, social media, augmented reality, and Internet of Things (IoT).

MKTG 474 (3): Marketing Analytics: Introduces various analytical techniques used for data-driven marketing decision making.

MKTG 495A (3): Penn State Prime Practicum: Gives students hands-on experience in brand management and advertising through a real world project, guided by industry mentors. Teams journey from client-agency engagement and consumer insights to campaign development.

MKTG 498 (1): Digital Marketing Practicum: Provides opportunity for advanced study in digital marketing to create a real digital campaign, manage the campaign's budget, and observe the outcomes.

MKTG 498 (1/2): Jacobs Fellows: Engages students in the world of luxury retail through experiential projects, seminars, and travel.

Marketing Highlights

Students have non-curricular opportunities to become engaged in activities that enhance personal and professional growth.

Penn State American Marketing Association

One of the largest student run organizations at Penn State and awarded International Chapter of the Year by the AMA, PSAMA provides members networking opportunities and an outlet for professional growth.

Penn State Prime

Through Penn State Prime, students gain hands-on skills in consumer insights, brand marketing, and advertising campaign strategy development.

Sports Business Club

Students gain knowledge of the sports industry through professional lectures, workshops, and other networking opportunities.

Marketing Research Assistants

Research assistants gain exposure to marketing research in action by facilitating data collection and providing research support.

Contact Information

Meg Meloy

Department Chair, David H. McKinley Professor of Business Administration

mgm16@psu.edu

Jennifer Chang Coupland

Faculty Coordinator, Clinical Professor of Marketing

jxc75@psu.edu

Penn State Smeal College of Business

Marketing Department

455 Business Building

University Park, PA 16802

marketing@smeal.psu.edu

814-865-1869



[smealmarketingmajor](#)