MARKETING, B.S. (BEHREND)

Begin Campus: Any Penn State Campus

End Campus: Erie

Career Paths
The Marketing major offers you a solid foundation in marketing practice, including analyzing and understanding the needs and wants of present and potential customers, designing distribution strategies, researching market data, and coordinating marketing programs among and across other business units. Penn State Behrend has a comprehensive support system to help you identify and achieve your goals for college and beyond. Meet with your academic adviser often and take advantage of the services offered by the Academic and Career Planning Center beginning in your first semester.

Careers
Recent graduates of Penn State Behrend’s B.S. in Marketing program hold positions such as marketing coordinator, marketing manager, social media analyst, sales representative, supply chain analyst, associate marketing intelligence specialist, sales analyst, and buyer. Their employers include Abercrombie & Fitch, American Eagle, American Express Financial Advisers, Apple, Coca-Cola, Fleet Boston Financial, Hershey Co., IBM, Mars Inc., Naked Lime, Oracle, and Saks Fifth Avenue.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF THE MARKETING PROGRAM (http://behrend.psu.edu/school-of-business/academic-programs/marketing/)

Opportunities for Graduate Studies
Graduate study allows you to delve deeper into the subdisciplines of marketing that interest you most. Examples of master’s- and doctoral-level study include social media management, content marketing, data-driven marketing analysis, digital marketing, consumer behavior, integrated marketing communications, and product marketing. Penn State Behrend also offers a hybrid MBA program that can be pursued in Erie and in Pittsburgh, Pennsylvania.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (http://behrend.psu.edu/admissions-financial-aid/graduate-admissions/master-of-business-administration/)

Professional Resources
- AACSB International (http://www.aacsb.edu/)
- American Marketing Association (https://www.ama.org/)