

# MARKETING, B.S. (BEHREND)

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**Begin Campus:** Any Penn State Campus

**End Campus:** Erie

## Program Description

The objective of the Marketing major is to provide professional education to students leading to careers in business, government, and non-profit organizations. Typically, graduates are employed in business-to-business marketing, marketing management, sales management, retailing, marketing research, digital marketing, and brand management. The major provides a solid foundation in marketing practice, such as analyzing and understanding the needs and wants of present and potential customers, designing appropriate product offerings, establishing pricing policies, developing communication strategies, devising efficient distribution strategies, researching marketing data for the above functions, and coordinating marketing programs with other functional areas of business.

## What is Marketing?

Marketing is a broad field that seeks to understand consumer, firm, and societal behaviors and subsequently identify ideas, products, services, and methodological approaches that deliver value. According to the American Marketing Association, Marketing involves "the set of institutions and processes for creating, communicating, delivering, and exchanging offerings valuable to customers, clients, partners, and society at large. Not only does marketing guide firms' managerial decisions in the marketplace, but it also offers insights into consumer awareness, public policy making, and non-commercial exchange of value (e.g., altruistic giving)."

## You Might Like This Program If...

- You're curious about the world around you.
- You're a natural storyteller.
- You think critically and find creative solutions.
- You're analytical and love to support your ideas with data.
- You try to understand how others are feeling.
- You're up-to-date with the latest news and trends.