MARKETING, B.S. (CAPITAL)

Begin Campus: Any Penn State Campus
End Campus: Harrisburg, World Campus

Program Description
This major is designed for students interested in careers involving sales, promotion, services, distribution, research, and planning for business and the public sector. The major provides students with key concepts and methods of analysis in marketing. It focuses on understanding customer needs, developing products or services, creating and implementing marketing plans, monitoring customer responses, and projecting marketing activities for the future.

What is Marketing?
Marketing is a broad field with a primary purpose of generating demand for an enterprise's products or services. It involves an understanding of consumer behavior and research to determine consumer preferences and to guide firms in dealing with those preferences.

You Might Like This Program If...
- You have an aptitude and interest in sales and promotion.
- You have strong communication skills.
- You enjoy working with people and understanding their needs and motivations.
- You want a career in market research, advertising, service industries or product management.