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 understanding consumer behavior and social dynamics to identify consumer preferences and guide firms to successfully fulfill the preferences.

The American Marketing Association has defined Marketing as the activity, 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 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.