MARKETING, B.S. (BUSINESS)

Begin Campus: Any Penn State Campus
End Campus: University Park

Program Description
This major provides professional education leading to positions in business, government, and other organizations, and helps prepare the student for advanced study at the graduate level. Career opportunities are in marketing management, sales management, advertising, marketing research, retailing, public policy, and consumer affairs. In addition to following a planned course sequence in general marketing management, the students may elect course work that focuses on their interests in consumer or business-to-business marketing, physical goods or services marketing, retail marketing, analytics, brand management, and for-profit or not-for-profit marketing.

The Marketing major is designed to be integrated with the college’s professional education in business and builds on that program and on education in the social sciences.

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).

MORE INFORMATION ABOUT MARKETING (https://undergrad.smeal.psu.edu/majors/marketing/)