

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 an understanding of consumer behavior and research to determine consumer preferences and to guide firms in dealing with those preferences.

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