



Why hire a Penn State Behrend Marketing graduate?

Students pursuing Penn State Behrend's Marketing degree use quantitative and qualitative data to learn about consumer behavior, set marketing strategy, and drive decision making. Our program combines foundational marketing theory with education in buyer behavior, marketing research, marketing analytics, and other marketing applications. Our graduates are prepared to research marketing data, analyze and understand the needs and wants of present and potential customers, develop new product ideas that fulfill unmet needs, design pricing and distribution strategies, and coordinate integrated marketing and communications programs.



EXPERIENTIAL LEARNING

Our students leave Penn State Behrend with demonstrated marketing skills, thanks to an experiential-learning curriculum that matches students with industry partners to solve real-world marketing challenges. Our students have worked on projects with nationally known companies such as Sprint and Mars Pedigree, along with local companies including Blair Corporation, RB Sigma, Barber National Institute, and Presque Isle Wine Cellars. Marketing students are frequently placed in internships with Erie Insurance, Erie SeaWolves baseball, The Erie Community Foundation, LORD Corporation, and FishUSA, among others.

Whether your business is a corporation or a not-for-profit organization, brick-and-mortar or web-based, we have students and graduates ready to fill roles within your company.

DUAL MAJORS

Our marketing graduates have the option of entering the workforce with dual degrees. Popular options include International Business, Management Information Systems, Project and Supply Chain Management, Economics, and Psychology.



PennState
Behrend

behrend.psu.edu/business



WHAT DO OUR STUDENTS STUDY?

Consumer needs and wants
 Design of product offerings
 Product pricing decisions
 Distribution and communication strategies
 Market data research and analysis
 Analysis and development of advertising campaigns
 Social media management and content marketing



WHO HIRES OUR GRADUATES?

Michael Kors
 Williams Sonoma
 Apple
 Abercrombie & Fitch
 Oracle
 Hershey
 LVMH (Moët Hennessy Louis Vuitton)
 Dick's Sporting Goods
 MullenLowe
 Bush Industries
 American Express Financial Advisors



OUR GRADUATES CAN FILL THESE POSITIONS WITHIN YOUR COMPANY

Social media specialist
 Account executive
 Marketing research associate
 Merchandising associate
 Sales development representative
 SEO account manager
 Event planner
 Marketing or sales manager
 Public relations specialist

Perspectives on the Marketing Program

KATHRYN MLODZIENSKI

2020 GRADUATE, MARKETING

Kathryn Mlodzienski was selected for an internship with Metalicious, an online custom jewelry company based in New York City. She was able to complete her internship virtually, assisting with social media marketing and competitor analysis. Kathryn also was able to learn and implement techniques on SEO, Google Analytics, and copyrighting. The education she received through Behrend's Marketing program enabled her to participate in this learning experience and acquire additional skills to support her future career goals, all while helping the company with its online presence.



KEVIN O'CONNELL

2019 GRADUATE, MARKETING AND PROJECT AND SUPPLY CHAIN MANAGEMENT

"The Behrend Marketing and Project and Supply Chain Management programs have given Kevin a good background in essential business processes when it comes to marketing and selling to finance and supply chain executives. This knowledge and acumen have helped him stand out in his role at Oracle as a Business Development Consultant. Kevin is able to speak intelligently and thoughtfully about how our team can help large health-care providers fix complex business problems. As a regional manager, I'm optimistic about hiring another Penn State Behrend graduate because I know the education will prepare that person for ultimate success within Oracle."

Abe Bakkal, Regional Manager – Business Development, Oracle, Burlington, Massachusetts



READY TO LEARN MORE?

To learn more about our Marketing graduates, please contact:

Penn State Behrend
 Black School of Business
 5101 Jordan Road | Erie, PA 16563

814-898-6107 | businesspartners@psu.edu
behrend.psu.edu/marketing
facebook.com/behrendbusiness
linkedin.com/company/behrendbusiness

This publication is available in alternative media on request.

Penn State is an equal opportunity, affirmative action employer, and is committed to providing employment opportunities to all qualified applicants without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, disability or protected veteran status. U.Ed. EBO 21-141



PennState
 Behrend

Black School of Business



The Black School of Business is accredited by AACSB International, the highest standard of achievement and a designation earned by less than 5 percent of business schools worldwide.