

MARKETING, B.S. (BEHREND)

Seven Penn State campuses are scheduled for closure after Spring 2027: DuBois, Fayette, New Kensington, Mont Alto, Shenango, Wilkes-Barre, and York. New students are not being admitted at these campuses.

Begin Campus: Any Penn State Campus

End Campus: Erie

Career Paths

The Marketing major offers you a solid foundation in marketing concepts and practice, including marketing and consumer analytics, consumer behavior and psychology, distribution channels management, and digital marketing among and across other business units. Penn State Behrend has a comprehensive support system to help you identify and achieve your goals for college and beyond. Meet with your academic adviser often and take advantage of the services offered by the Academic and Career Planning Center beginning in your first semester.

Careers

Recent graduates of Penn State Behrend's B.S. in Marketing program work in marketing research, sales, social media analysis, supply chain analysis, marketing intelligence, sales analysis, and managerial consulting. Their employers include Abercrombie & Fitch, American Eagle, American Express Financial Advisers, Apple, Coca-Cola, Fleet Boston Financial, Hershey Co., IBM, Mars Inc., Naked Lime, Oracle, and Saks Fifth Avenue. Our graduates have also joined Campbell Soup Company, Dick's Sporting Goods, Medialhub, New York Urban League, Barber National Institute, Prada Group, and Lord Corporation.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF THE MARKETING PROGRAM (<https://behrend.psu.edu/school-of-business/academic-programs/marketing>)

Opportunities for Graduate Studies

Graduate study allows you to delve deeper into the subdisciplines of marketing that interest you most. Examples of master's- and doctoral-level study include social media management, content marketing, data-driven marketing analysis, digital marketing, consumer behavior, integrated marketing communications, and product marketing. Penn State Behrend also offers a hybrid MBA program that can be pursued in Erie and in Pittsburgh.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (<https://behrend.psu.edu/graduate-programs/master-of-business-administration>)

Professional Resources

- AACSB International (<https://www.aacsb.edu/>)
- American Marketing Association (<https://www.ama.org/>)