

Marketing Department



Our Approach to Education

The Penn State Smeal Marketing Department is known for being on the cutting edge of marketing thought leadership, focusing on the marketing concepts and tools that connect theory and practice. The faculty are recognized for their excellence in research and they carry this knowledge into the classroom to train the next generation of practitioners and scholars. Offering a wide range of courses and plentiful opportunities for student engagement, the Marketing major is designed to challenge students to be strategic thinkers who are nimble in an ever-changing marketplace landscape. Students develop creative, interpersonal, and analytical skills as they pursue customer-focused careers.

Marketing Graduates

At the heart of the Smeal Marketing department are its students at the undergraduate, MBA, and PhD levels. These talented individuals have gone on to pursue positions at top companies and faculty positions at leading research universities.

Recent undergraduate graduates have landed positions at companies such as Amazon, Deloitte, Dick's Sporting Goods, Google, Heinz, Home Advisor, IBM, Johnson & Johnson, JPMorgan Chase, Kohl's, MiracleGro, PepsiCo, the Pittsburgh Pirates, Unilever, and many more. MBA graduates have gone on to work in a variety of fields including brand management at companies such as Apple, P&G, and Kimberly Clark, as well as consulting companies like Deloitte and EY. Our alumni include the pillars of the marketing world, including the Global Head of Marketing and Consumer Communication for Nestle, Chief Innovation Leader at LevLane Advertising, and many entrepreneurs such as the founder of Undertone, an advertising technology firm.

Ph.D. students who have graduated from our program continue the Penn State tradition of excellence and are tenured professors at places such as Georgetown University, Notre Dame, University of Pennsylvania, and University of Texas-Austin. More recent graduates have landed jobs at universities like Texas Christian University, University of Delaware, University of Nebraska-Lincoln, and others. The Penn State spirit lives on.

Opportunities for Student Engagement

Penn State Prime

Penn State Prime gives students the opportunity to gain hands-on project management skills in advertising and brand marketing. Students participate in workshops, case competitions, and networking sessions. They may apply these skills in a spring practicum course mentored by ad agency executives and brand managers.

Digital Marketing Practicum

A new offering from the department gives the students a chance to work with Amazon Advertising on digital marketing campaigns. Those seeking more hands-on experience in digital should apply for this fall practicum course.

Jacobs Fellows

Marketing students who have a strong interest in pursuing careers in retail-related fields are encouraged to apply to become Jacobs Fellows. The Fellows program, in tribute to Melvin Jacobs, a graduate of Penn State and former Chairman and CEO of Saks Fifth Avenue, encourages students to further their interest in the retail industry. Candidates represent Smeal at the National Retail Federation's Big Show in New York City. Students interested in applying to become Jacobs Fellows should apply when announcements are made each fall.

Marketing Research Assistants

For those seeking exposure to marketing research in action, the department offers opportunities for students to become involved in the Behavioral Lab. Not only are students encouraged to be research participants for extra course credit, but dedicated assistants help facilitate data collections and provide research support. Students interested in applying for research assistant positions should contact the Behavioral Lab Manager through the department office.

Institute for the Study of Business Markets (ISBM)

Part of a network of research centers at Smeal, the ISBM brings together scholars and practitioners from around the world to study and resolve issues related to business-to-business marketing. Students interested in Business Marketing are encouraged to get involved in the webinar series.



Marketing Faculty

Our department is known for both establishing the traditions of our field, as well as advancing concepts and tools that are forward thinking. Our faculty members frequently contribute to the most prestigious journals in our field and are among leading scholars in consumer behavior, marketing management and strategy, and quantitative modeling of buyer behavior and firm interactions. They regularly consult with major companies on important strategic problems and bring knowledge back to the classroom. As a result, our students gain first-hand knowledge of marketing as practical and theoretical, as traditional and leading edge, and as both a science and an art.

Contact Us

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Join us on:  Penn State Smeal Marketing Department

Faculty Members	Highest Degree Earned		
Consumer Behavior			
Hans Baumgartner, Smeal Chair Professor of Marketing	Ph.D., Stanford University, 1988		
Lisa E. Bolton, Professor of Marketing, Frank and Mary Jean Smeal Research Fellow	Ph.D., University of Florida, 2000		
Brett Christenson, Clinical Assistant Professor of Marketing	Ph.D., University of Alabama, 2020		
Jennifer Chang Coupland, Clinical Professor of Marketing & Paiste Fellow in Teaching and Learning	Ph.D., Northwestern University, 1998		
Sara L. Dommer, Assistant Professor of Marketing	Ph.D., University of Pittsburgh, 2012		
Eunice Kim, Assistant Professor of Marketing	Ph.D., Yale University, 2010		
Meg Meloy, Chair of Marketing Department, Professor of Marketing, Zimmerman Fellow	Ph.D., Cornell University, 1996		
Jennifer Roth, Instructor of Marketing	M.B.A., Penn State University, 2014		
Dave Winterich, Assistant Teaching Professor	M.S., Texas A&M University, 2009		
Karen Winterich, Professor of Marketing, Frank and Mary Smeal Research Fellow	Ph.D., University of Pittsburgh, 2007		
Marketing Management and Strategy			
Franklin Carter, William A. Donan Clinical Professor of Marketing	Ph.D., Carnegie-Mellon University, 1997		
Matthew Checchio, Instructor of Marketing	M.S., Drexel University, 2012		
Brett Christenson, Clinical Assistant Professor of Marketing	Ph.D., University Alabama 2020		
Fred Hurvitz, Kohl's Professor of Practice in Retail, Associate Teaching Professor	M.B.A., Penn State University, 1977		
Gary Lilien, Distinguished Research Professor of Management Science & Emeritus Research Director of ISBM	Ph.D., Columbia University, 1973		
Sotires Pagiavlas, Assistant Professor of Marketing	Ph.D. University of South Carolina, 2020		
J. Andrew Petersen, Associate Professor of Marketing	Ph.D., University of Connecticut, 2008		
Arvind Rangaswamy, Distinguished Professor of Marketing, Anchel Professor of Marketing	Ph.D., Northwestern University, 1985		
Johanna Slot, Clinical Assistant Professor of Marketing	Ph.D., Tilburg University, 2013		
Stefan Wuyts, Professor of Marketing, Research Director of ISBM	Ph.D., Erasmus University Rotterdam, 2003		
Quantitative Modeling			
Min Ding, Bard Professor of Marketing	Ph.D., University of Pennsylvania, 2001		
Duncan Fong, Professor of Marketing & Statistics, Frank and Mary Jean Smeal Research Fellow	Ph.D., Purdue University, 1987		
Chelsea Hammond, Clinical Assistant Professor of Marketing	Ph.D., University of Connecticut, 2009		
John Liechty, Professor of Marketing & Statistics	Ph.D., Cambridge University, 1998		
Gary Lilien, Distinguished Research Professor of Management Science & Emeritus Research Director of ISBM	Ph.D., Columbia University, 1973		
J. Andrew Petersen, Associate Professor of Marketing	Ph.D., University of Connecticut, 2008		
Arvind Rangaswamy, Distinguished Professor of Marketing, Anchel Professor of Marketing	Ph.D., Northwestern University, 1985		
Ning Zhong, Assistant Professor of Marketing	M.S., Georgia Institute of Technology, 2011		
Emeritus Marketing Faculty			
Wayne DeSarbo	Marv Goldberg	Ralph Oliva	Jerry Olson