

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

Students have the opportunity to work on digital marketing campaigns through a special partnership with Amazon Advertising. Those seeking more hands-on experience in digital should apply for this practicum course.

Jacobs Fellows

Marketing students who have a strong interest in pursuing careers in retail-related fields, especially luxury fashion, 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 spring.

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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 [smealmarketingmajor](https://www.instagram.com/smealmarketingmajor)

Faculty Members	Highest Degree Earned
Consumer Behavior	
Hans Baumgartner, Smeal Chair Professor of Marketing	Ph.D., Stanford University, 1988
Lisa E. Bolton, Anchel Professor of Business Administration	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 Brand Marketing	Ph.D., Northwestern University, 1998
Sara L. Dommer, Assistant Professor of Marketing	Ph.D., University of Pittsburgh, 2012
Meg Meloy, David H. McKinley Professor of Business Administration	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, Gerald I. Susman Professor in Sustainability	Ph.D., University of Pittsburgh, 2007
Marketing Management and Strategy	
Franklin Carter, Donan Clinical Professor	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 of Alabama, 2020
Fred Hurvitz, Assistant Teaching Professor	M.B.A., Penn State University, 1977
Shreya Kankanhalli, Assistant Professor of Marketing	Ph.D., Stanford University, 2021
Gary Lilien, Distinguished Research Professor of Management Science	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, University Distinguished 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	Ph.D., Erasmus University Rotterdam, 2003
Quantitative Modeling	
Min Ding, Bard Professor in Marketing, Affiliate Professor of Information Sciences and Technology	Ph.D., University of Pennsylvania, 2001
Duncan Fong, Frank and Mary Jean Smeal Research Fellow, Professor of Marketing & Statistics	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	Ph.D., Columbia University, 1973
Sean Melessa, Assistant Professor of Marketing	M.S., University of Utah, 2016
J. Andrew Petersen, Associate Professor of Marketing	Ph.D., University of Connecticut, 2008
Arvind Rangaswamy, University Distinguished Professor of Marketing	Ph.D., Northwestern University, 1985
Ning Zhong, Assistant Professor of Marketing	Ph.D., Emory University, 2019
Emeritus Marketing Faculty	
Wayne DeSarbo, Ph.D.	Marv Goldberg, Ph.D.
Ralph Oliva, Ph.D.	Jerry Olson, Ph.D.