

Smeal Synopsis

Issue 1: Marketing

Professor Spotlight

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Student Spotlight: Molly W. Senior, Marketing Major

My name is Molly Welikonich, and I'm currently a senior marketing major. Like many of you, when I came to Penn State as a freshman, I was unsure of which path to take

I knew that I was interested in business, and taking the core classes really allowed me to find my own niche within Smeal. For me, it was marketing because it allowed me to mix communication and creativity.

In my time at Smeal, I've had many great experiences, many of which were because of my major. Personally, my favorite marketing class was Consumer Behavior with Meg Meloy. The class revolves around looking deeper into the customer and their decision making, much of which is the basis of marketing. This past summer, I interned with Kohl's Department Stores in a retail management position. Although the position was outside of my normal study, I really got to see how much everything I've learned could apply to other areas. One last experience I've had is my involvement with the Women in Business organization. This year, I serve on WIB's executive board as Marketing Director, where I'm able to directly apply many aspects of my major. If you find yourself interested in business with a heavy focus on the consumer, I would definitely recommend looking into marketing as your major!



Save
the
DATE!

October 1st 7:00 p.m.-8:30 p.m.

Kimberly Clark Info Session hosted by the Finance Society in 004 Business Building

October, 9th 11 a.m.-4 p.m.

Education Abroad Fair Alumni Hall HUB

October 10th 11 a.m.-3 p.m.

Altria BBQ Networking Event on the HUB lawn

October 16th 10 a.m.-4 p.m.

Spotlight on KPMG Networking Event in the Business Building Atrium

October 17th 1:30 p.m.-5:30 p.m.

Graduate and Professional School Day in the BJC



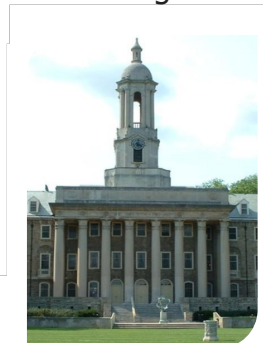
From Behind the Desk: Professor Jennifer Chang Coupland *Marketing Professor at the Smeal College of Business*

My name is Jennifer Chang Coupland, and I am Clinical Associate Professor of Marketing. I've been here for 15 years and enjoy the ebb and flow of life in at Penn State. I grew up in California, went to Berkeley, worked for a public relations firm in San Diego, and then onto Northwestern for my M.S. and Ph.D. I never imagined how much I'd love living in Happy Valley.

I have taught mostly at the undergraduate level— Principles of Marketing, Advertising and Promotions Management, and Honors Marketing. I currently teach three sections of the principles course in the Forum. Though it was very hard at first, I love the large auditorium classes. Marketing by nature is relatable since we are all consumers. This gives me an opportunity to take what's familiar to students—popular brands, consumer trends—and demonstrate the analytical, "I never thought of that before" side. I'm always looking for interesting commercials and trying to think of clicker questions that might defy our common knowledge.

I've taught Advertising ever year for the past 15 years. I enjoy the interaction and discussion in the smaller setting. We can look at an ad and analyze it for quite a long time. The class is project based, ending with a showcase of students' commercials and other integrated marketing concepts, often for real clients. It is rewarding to see the students' hard work come together.

While not teaching, I work with the Schreyer honors scholars and really enjoy events like Parents & Families Weekend and Graduation. Last year, my family and I had the unique opportunity to live in an English village. I appreciated learning about consumer culture while abroad. I wish everyone could have this opportunity and can't wait to share it with my marketing classes.



Organization Station: Penn State Marketing Association (PSMA)

The Penn State Marketing Association (PSMA) is one of the largest organizations at Penn State University and offers a wide variety of professional and networking experiences for its members. The organization is split into 4 divisions: Consulting, Entertainment, Sports, and Retail. Each division offers real-world marketing projects that members can be a part of in order to gain professional experience that can be included on a resume and talked about in interviews. These divisions are separated by interest so that members can pursue any avenue of marketing or business that they desire.

In addition to projects, PSMA offers professional development workshops and events. Corporate sponsors like Altria, Burlington Coat Factory, and TEKSystems, among others, connect directly with PSMA members and offer spotlights, case studies, and professional networking sessions. These provide members with opportunities to talk directly to corporate recruiters and find out which professional avenue will best help them achieve their career goals

PSMA also offers philanthropy experience for its members. The organization has leaders that are involved with THON, the largest student-run philanthropy in the world. Members are encouraged to get

involved and help children fight pediatric cancer through PSMA's THON initiative, which includes THON-specific projects.

Unlike many other organizations, PSMA lets members get hands-on experience with real marketing projects without the need of an internship. If an internship is something that members desire, PSMA provides tangible experience and corporate connections necessary to obtain that goal. Internships and professional experiences are necessary attributes for college students to have for quality full-time positions, and PSMA helps its members acquire those experiences.

With a wide range of activities, events, projects, and connections that are offered by PSMA, there is a little something for everyone in this organization. Students in the DUS program who are still exploring professional and lifelong goals are urged to check out PSMA, even if they are not marketing majors or have no intention of becoming a marketing major. PSMA teaches leadership, initiative, and collaboration - all necessary skills for any profession.

If you would like to hear more about what PSMA has to offer or if you would like to be a part of this organization, please email psma.psu@gmail.com.



Tip from a Smeal Student

“Smeal offer offers so many amazing opportunities through career fairs, workshops and other events! Don’t miss out, make sure to take advantage of all of these great opportunities”

- Emily Leiden, Junior Marketing Major

Study Abroad: Florence, Italy

Last spring semester I had the opportunity to study abroad in Florence, Italy and it was a life changing experience. Through the Smeal study abroad program, I was enrolled in the international studies institute at Palazzo Rucellai. By living and studying in Florence, I was immersed in a new culture and given a truly global outlook. In particular, I took an Italian cooking class, an oil painting class in an authentic Tuscan art studio, an Italian language course, and an Italian history class.

These courses allowed me to truly experience the Florentine culture and become a better rounded individual. I traveled to 20 cities and 9 countries during my four months spent in Europe. While traveling, I had the opportunity to dine in the Eifel Tower, attend London Fashion Weekend, visit Monte Carlo, trek through Switzerland, among countless other amazing experiences. This was an experience like not other and I encourage other business students to engage in this opportunity.

Smeal offers an extensive study abroad program with a variety of locations and advisers to help you find the best fit

-Julianna Vargo, Senior

“These courses allowed me to truly experience the Florentine culture and become a more well rounded individual”

-Julianna Vargo



**Do you have a topic or article suggestion for the
Smeal Synopsis?**

Give us your input!

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