

**IT'S YOUR STORY.  
OWN IT.**

**SO4R  
IN 4**

**PAMPLIN COLLEGE OF  
BUSINESS: MARKETING**



PAMPLIN COLLEGE OF BUSINESS  
**MARKETING**  
VIRGINIA TECH.

# Table of Contents

**01**

Welcome from  
Dr. Zhu, Interim  
Department Head

**02**

Why Marketing at  
Virginia Tech?

**03**

Who We Are /  
Our Faculty

**06**

Majors, Minors, &  
Concentrations /  
Forward Thinking  
Strategies

**08**

Alumni Network &  
Careers

**09**

Socials

**10**

Our Advisory Boards

**13**

Scholarships

**14**

Student  
Organizations

# Welcome

*Dr. Meng Zhu*

Interim Department Head

Professor of Marketing



***Welcome to Virginia Tech's Pamplin College of Business! We are committed to providing a diverse and inclusive environment for our students. It's important to work hard, but equally as important to experience all that college has to offer. So, good luck, and I wish you all the best in your time here at Virginia Tech.***

# Why Marketing at Virginia Tech?

## Our Mission

The Department of Marketing focuses on knowledge creation, knowledge dissemination, and faculty / student-led projects beyond the boundaries of the university to enhance marketing theory and practice. Our efforts in research, teaching, and outreach integrate conceptual and analytic tools that contribute to solving complex social and economic problems that enhance the consumer's quality of life, health, and welfare.

## Strategic Priorities

To provide research, teaching, and outreach opportunities for faculty and students for each facet of Pamplin marketing students.

- ↳ Transdisciplinary knowledge and technological literacy
- ↳ Informal communal learning
- ↳ Disciplinary depth
- ↳ Guided experiential learning

## Our Purpose

- Remain a national leader in marketing scholarship
- Provide undergraduate marketing majors experiential learning opportunities that extend beyond the boundaries of the university, through coursework, student organizations, and study abroad programs
- Create and sustain informal learning communities through ongoing projects
- Integrate conceptual and analytic tools to inform consumer and marketing decision making
- Create vibrant graduate education programs that build student capacity for professional development, making original contributions that advance knowledge in the marketing discipline



# Who We Are

Marketing is the core of all business, and a degree in Marketing Management from the Pamplin College of Business can be at the core of your marketing career. Your career starts here. The Marketing Department offers you the ability to learn from top-rated professors, experience the industry through internship and co-op opportunities, and succeed in your job search with top employers.

<b>SALES</b>	<b>MERCHANDISING</b>	<b>CLIENT RELATIONS</b>
<b>ADVERTISING / ENTERTAINMENT MARKETING</b>	<b>MARKETING RESEARCH</b>	<b>PROMOTIONAL SERVICES</b>
<b>BRAND / PRODUCT MANAGEMENT</b>	<b>RETAIL / SERVICE INDUSTRY</b>	<b>GLOBAL MARKETING COMMUNICATIONS</b>
<b>PURCHASING / LOGISTICS</b>	<b>PACKAGING</b>	<b>ANALYTICS / CONSULTING</b>

From in-house branded positions to agency-centered careers, the world of marketing and advertising invites you with eager arms. Our cross-disciplinary training prepares our analytically advanced, content-curating, marketing-minded students to succeed within numerous paths, including those listed above.

# Our Faculty



**Iqbal U. Ahmed**  
Adjunct Instructor



**Rajesh Bagchi**  
Associate Dean for Research,  
Graduate Programs, and Centers  
R.B. Pamplin Professor  
of Marketing



**Dipankar Chakravarti**  
Professor of Marketing  
Robert H. Digges Professor of  
Entrepreneurial Studies



**Brian Collins**  
Professor of Practice  
Director of VT Sales  
Center



**Vicky Dierckx**  
Adjunct Professor



**Shreyans Goenka**  
Assistant Professor of  
Marketing



**Donald A. Gresh, Jr.**  
Adjunct Professor of  
Practice



**Paul Herr**  
VA-Carolinas Professor of  
Purchasing Management  
Professor of Marketing



**Monica Hillison**  
Assistant Professor of  
Practice



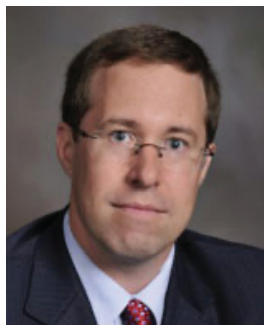
**Abdul Al Jumaily**  
Instructor



**Carolyn Kogan**  
Adjunct Instructor



**Steve Matuszak**  
Assistant Professor of  
Practice



**Frank May**  
Associate Department Head  
Associate Professor  
Mary F. McVay & Theodore R.  
Rosenberg Junior Faculty Fellow



**Mark Michalisin**  
Associate Professor of Practice  
Associate Director of VT  
Sales Center



**Jian Ni**  
Professor of Marketing  
Affiliate Professor of Economics  
Professor of Health Science

# Our Faculty



**Mario Pandelaere**  
Associate Professor of  
Marketing  
Graduate Program Director



**Kim Radford**  
Adjunct Instructor



**Shilpa Rao**  
Assistant Professor of  
Practice  
Director of AI in  
Marketing



**Tom Reilly**  
Senior Instructor



**Chitvan Trivedi**  
Collegiate Associate Professor,  
NCR Campus  
Interim Associate Director of  
Executive Ph.D. Program



**Broderick Turner**  
Assistant Professor of  
Marketing



**Michael Vitak**  
Adjunct Instructor



**Shane Wang**  
Professor of Marketing



**Donna Wortalik**  
Professor of Practice  
Director of Student Engagement  
and Founder/Advisor of PRISM



**Boya Xu**  
Assistant Professor of  
Marketing



**Yan Xu**  
Assistant Professor of  
Marketing



**Meng Zhu**  
Interim Department Head  
Professor of Marketing

*Industry experts who  
bring a wealth of  
knowledge to the  
classroom*

# Majors, Minors, & Concentrations

## Professional Sales Minor

Add a unique concentration to your degree. This minor allows you to study the basics in the Professional Sales track. Combined with any number of major degrees such as Communications, Psychology, Construction, Fashion Merchandising to name a few, the Professional Sales minor affords you the business knowledge you need to succeed in a variety of industries.



## Professional Sales Concentration

The Bachelor of Science in Business Marketing Management Major Concentration: Professional Sales (PRSL) program in the Marketing Department in the Pamplin College of Business is designed to prepare students for careers in professional sales. Data shows that over 80 percent of all marketing graduates nationally will accept a sales position. So why not be prepared?

## Digital Marketing Strategy Minor

The Digital Marketing Strategy minor enables students to acquire knowledge and skills in online and digital business and digital product delivery, and in developing, analyzing and enhancing a company's presence on the web, mobile and social networks. Digital marketing encompasses many areas of application, including mobile marketing, Internet marketing, e-commerce, and social media marketing.



## Digital Marketing Strategy Concentration

Are you looking to add even more value to your Marketing Degree? A concentration in Digital Marketing Strategy (DMS) will provide the knowledge and experience necessary to compete in one of the fastest growing and moving areas in marketing. Adding just a few specialized marketing courses to your schedule will complete the DMS Concentration and will help you stand out in a highly competitive market when looking for top internship and job opportunities.



# Forward Thinking Strategies

## Modern Marketing requires Modern Solutions

1.

### Artificial Intelligence

Brand new coursework, including a minor option, introducing the fundamentals of AI technology, one of the top emerging technologies globally shaping how we interact with people online.

### Metaverse

Virtual reality, real life impact. Be on the ground floor of internet's next biggest move: Metaverse Immersion.

3.

### Data Analytics

Use data to tell vibrant stories and make strategic decisions. This is one of the hottest fields to be in right now, here is your chance to be apart of it.

*Get Ahead.  
Stay Ahead.*



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# Alumni Network & Careers



**90%**

*Placement Rate  
for Pamplin Grads*

**\$60-75K**

*Average Starting Salaries  
of our Graduates*

**#3**

*Strongest alumni network in  
the country from Princeton Review*

# Socials

**ALWAYS ENGAGED** // **ALWAYS INFORMED**

**PAMPLIN COLLEGE OF BUSINESS**  
**MARKETING**  
**VIRGINIA TECH**

**@VTMKTG** // **VIRGINIA TECH MARKETING**



# Advisory Boards



**Marketing Advisory Board**

**Sales Advisory Board**

**Junior Marketing Advisory Board**  
See Student Organizations

# Marketing Advisory Board

The Pamplin College of Business Marketing Advisory Board (MAB) supports the efforts of the Pamplin College of Business Marketing Department to improve and enhance the student's marketing and sales education experience at Virginia Tech. Members bring their own unique business and industry experiences to the group. Under the guidance of current President, Jason Cook, paired with Faculty Lead, Donna Wertalik, the board meets biannually to discuss recent trends in the field as they pertain specifically to the Marketing Department. The group collaborates and works to make improvement for Marketing students and Pamplin as a whole.



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# Sales Advisory Board

**Our board serves The Professional Sales Program in the Marketing Department in the Pamplin College of Business which is designed to prepare students for careers in professional, B2B sales.**



## Board Members

**Lorin Agerstrand**

**Brian Collins**

**Chris Corcoran**

**Chip Devine**

**Erica Driscoll**

**Matt Evans**

**Darrell Gehrt**

**Monica Hillison**

**Derek Jones**

**Randall McCrea**

**Matt Stallings**

# Scholarships

## Marketing Advisory Scholarships

In recognition of those who showcase knowledge and application in the field of marketing

### Apply on Scholarship Central!

 **Apply in Early Spring Semester**

 **Submit a Resume and Short Video**

 **Two Scholarships Given**

 **Recipients Honored at Spring Marketing Advisory Board Meeting**

 **\$1,500 Each**

# Student Organizations



Founded in 2015, the Virginia Tech American Marketing Association chapter has been cultivating the future of marketing in Blacksburg. Each of our members serves the local community, from as localized as our Virginia Tech campus, to as broad as across the New River Valley, with their specialized wealth of knowledge, unique skills, and dedicated time-commitment. Our members work above and beyond to collaborate with the community and make a difference on both local and national levels. We are committed to fostering the development, innovation, and implementation of marketing practices on our campus.



**@VIRGINIATECHAMA**

## Junior Marketing Advisory Board



Virginia Tech's Junior Marketing Advisory Board, JMAB, is a group of passionate and driven marketing students who work together to engage and inform fellow peers on what Pamplin's Marketing Department has to offer. The board puts a focus on welcoming and strengthening relationships with incoming students and acts as ambassadors for the Marketing Department. Our members also work closely with the Marketing Advisory Board, our alumni advisory group, to help provide the best experience to our students. Collectively, the Junior Marketing Advisory Board is a proactive organization that works together to create a more inclusive, informed, and genuine channel of communication for students.



# Student Organizations



PRISM is an interdisciplinary student-led ad agency run by the next generation of creatives, strategists, analysts, and marketing mavens. As student advertisers, we have a profound understanding of the ever-changing digital landscape and are constantly keeping up to date with the latest trends. We're continually looking for what's next and staying ahead of the game, allowing us to develop visionary, forward-thinking solutions for our clients. With a passion for ideation and a deep commitment to learning from industry mentors and our faculty advisor, we PRISMites constantly push ourselves and the brands we build to the next level.



**@VTPRISM**



The Delta Epsilon chapter of Pi Sigma Epsilon has been on the Virginia Tech campus since 1986 and has continued to grow with every passing year. Here at PSE VT, the networking and professional development opportunities offered to its members are unmatched. Members and alumni of Pi Sigma Epsilon have an inside track in the business world and have found their "Business Advantage for Life" through PSE.

With over 100 active members, Delta Epsilon has members from over 20 majors such as BIT, computer science, building construction, marketing, public health, and marketing!

**@PSEVT**

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**Giving the Next Generation of Marketers the Space to Change the World.**



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