

IT'S YOUR STORY.
OWN IT.

PAMPLIN COLLEGE OF BUSINESS: MARKETING

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Bagchi, Marketing
Department Chair

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Welcome

Dr. Rajesh Bagchi

Marketing Department Chair



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

Watch The Video.



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.

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:

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

Our Faculty



Dr. Rajesh Bagchi
Department Head R.B
Pamplin Chair of
Marketing



David Brinberg
Kathleen Grega Digges
Professor of Marketing



Dipankar Chakravarti
Robert H. Digges Professor of
Entrepreneurial Studies
Director of Ph.D. in Executive
Business Research



Brian Collins
Professor of Practice
Director of VT Sales
Center



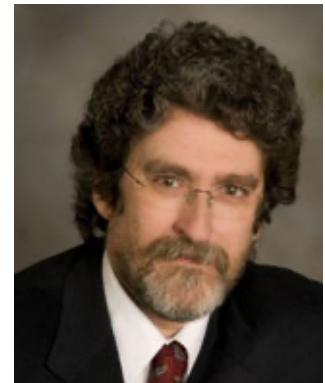
Vicky Dierckx
Adjunct Professor



Shreyans Goenka
Assistant Professor of Marketing



Donald Gresh
Adjunct-Associate
Professor of Practice



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

Our Faculty



Monica Hillison
Assistant Professor of
Practice



Abdul Al Jumaily
Instructor



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



Mark Michalisin
Associate Professor of Practice



Jian Ni
Professor of Marketing



Mario Pandelaere
Associate Professor of
Marketing



Kim Radford
Virginia Department of Education
Regional Work-Based Learning
Specialist



Dr. Shilpa Rao
Assistant Professor of
Practice

Our Faculty



Tom Reilly
Senior Instructor



Broderick Turner
Assistant Professor of Marketing



Shane Wang
Professor of Marketing
Graduate Program Director



Donna Wertalik
Director of Marketing Strategy &
Analytics
Professor of Practice



Yan Xu
Assistant Professor of Marketing



Meng Zhu
Professor of Marketing

**Real world
experience,
from outside
the classroom.**

**They don't teach
the textbook.**

They wrote it.

Majors, Minors, & Concentrations



Learn More

Click.

1

Professional Sales Minor



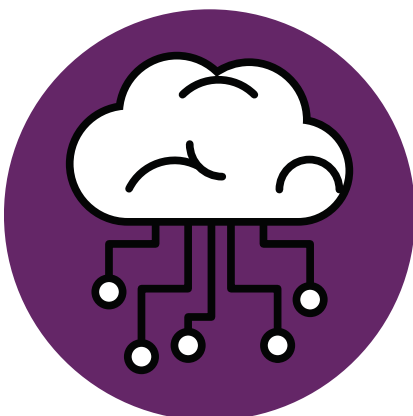
2

Digital Marketing Strategy (DMS) Minor



3

Digital Marketing Strategy (DMS)
Concentration



4

Professional Sales Concentration



Majors, Minors, & Concentrations



Learn More

Click.

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.

2.

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.*



PAMPLIN COLLEGE OF BUSINESS
MARKETING
VIRGINIA TECH.

Alumni Network & Careers



90%

Placement Rate
for Pamplin Grads

\$60-\$75K

Average starting
salaries of our
graduates

#4

Strongest alumni
network in the country
from Princeton Review

**Meet
Our
Alumni.**



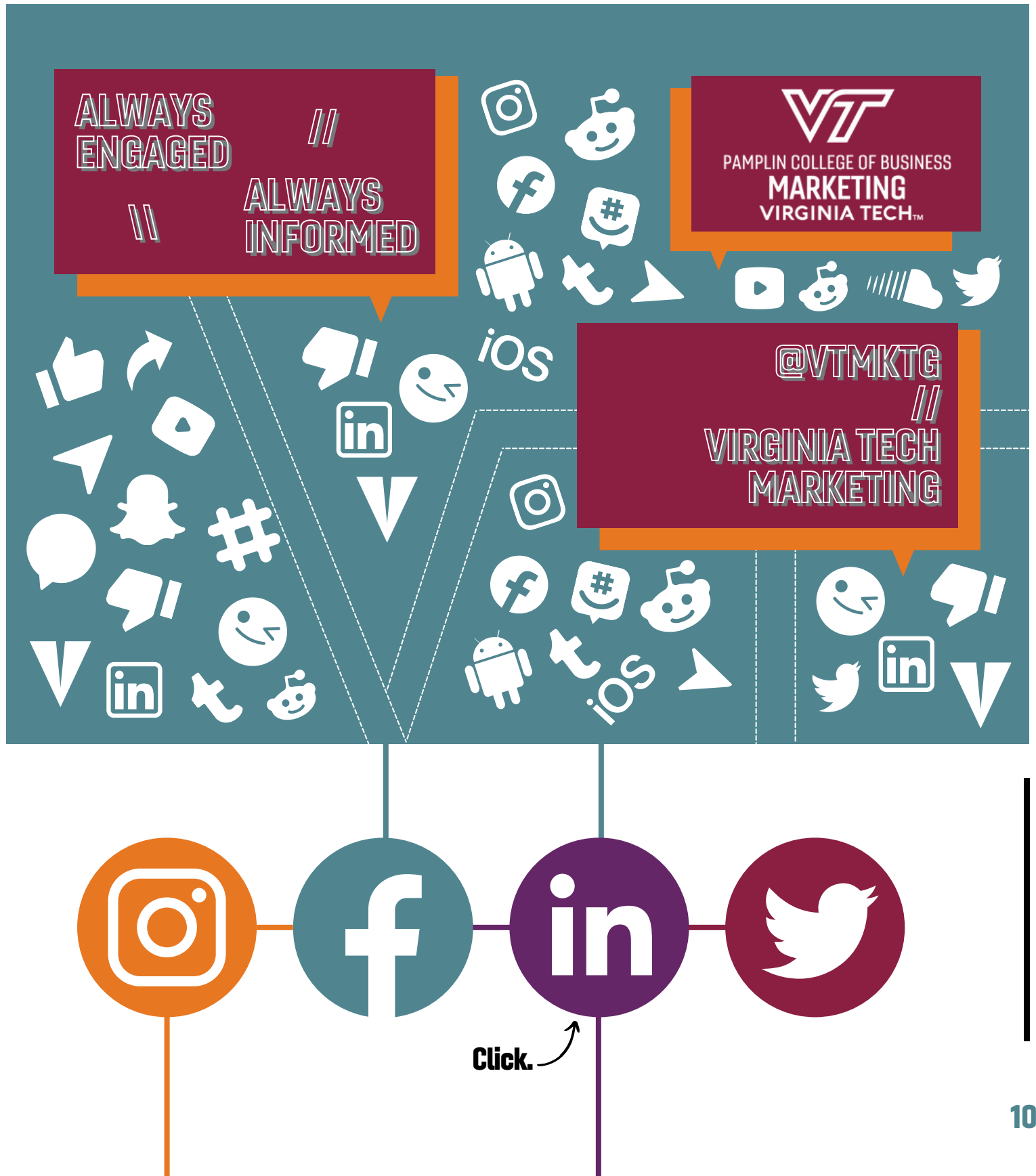
**Read
Their
Spotlights.**



**Get
A
Job.**



Our Socials



Advisory Boards

MARKETING ADVISORY BOARD

SALES ADVISORY BOARD

JUNIOR MARKETING ADVISORY BOARD



SERVING THE DEPARTMENT AND IT'S STUDENTS. ALWAYS.

MARKETING ADVISORY BOARD

The Marketing Advisory Board was established in the fall of 2010. It exists to support the efforts of the Pamplin College of Business Marketing Department to improve and enhance students' marketing and sales education experience at Virginia Tech. Members bring their own unique business and industry experiences to the group. Under the guidance of the current President, Artemis Berry, 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 improvements for Marketing students and Pamplin as a whole.



SALES ADVISORY BOARD

YOUR BOARD MEMBERS

Lorin Agerstrand

Brian Collins

Chris Corcoran

Chip Devine

Matt Evans

Darrell Gehrt

Erica Hayman

Monica Hillison

Derek Jones

Randall McCrea

Matt Stallings



JUNIOR MARKETING ADVISORY BOARD

JMAB is a group of passionate and driven marketing students who work together to engage and inform fellow peers about 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.



Scholarships

MARKETING ADVISORY BOARD ACADEMIC EXCELLENCE

In recognition of exemplary academic performance in the Pamplin College of Business Marketing Department and demonstrated outstanding potential in the field of marketing

MARKETING ADVISORY BOARD DIVERSITY, EQUITY, AND INCLUSION

In recognition of exemplary contributions to the DEIB efforts in the Pamplin College of Business Marketing Department and demonstrated outstanding potential in the field of marketing

OPEN
SCHOLARSHIP
CENTRAL!

Apply.





MARKETING ADVISORY BOARD FALL 2022



— “ —

**RESOURCES TO
CHANGE THE
WORLD.**

— ” —



APPLY IN EARLY SPRING SEMESTER



JUST SUBMIT A RESUME AND SHORT VIDEO



THREE SCHOLARSHIPS GIVEN



**RECIPIENTS HONORED AT SPRING
MARKETING ADVISORY BOARD
MEETING**



\$1,000 EACH

Student Organizations

click.



PRISM is Virginia Tech's only faculty-led, student-run Social Media Organization. This flagship program is intended to equip students to lead the development, marketing, and measurement of the Pamplin College of Business website and social media presence. The vision of this program is for Virginia Tech students to have unparalleled opportunities to create a strong social media brand for Pamplin in a real-world setting. [@VTPRISM](#)



Pi Sigma Epsilon is Virginia Tech's only marketing and sales fraternity: 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. [@PSEVT](#)



PSE @ VT

The Virginia Tech American Marketing Association chapter has been cultivating the future of marketing in Blacksburg. Our members serve the local community with their specialized wealth of knowledge, unique skills, and dedicated time commitment. Committed to fostering the development, innovation, and implementation of marketing practices on our campus. [@VIRGINIATECHAMA](#)



AMERICAN MARKETING
ASSOCIATION



**Giving
The
Next
Generation
of
Marketers
The
Space
To
Change
The
World.**



PAMPLIN COLLEGE OF BUSINESS
MARKETING
VIRGINIA TECH™

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