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.
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.

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

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

Watch The Video.
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:

<table>
<thead>
<tr>
<th>Sales</th>
<th>Merchandising</th>
<th>Client Relations</th>
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<tbody>
<tr>
<td>Advertising / Entertainment Marketing</td>
<td>Marketing Research</td>
<td>Promotional Services</td>
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<tr>
<td>Brand / Product Management</td>
<td>Retail / Service Industry</td>
<td>Global Marketing Communications</td>
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<tr>
<td>Purchasing / Logistics</td>
<td>Packaging</td>
<td>Analytics / Consulting</td>
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Our Faculty

Real world experience, from outside the classroom.

They don't teach the textbook.

They wrote it.
Majors, Minors, & Concentrations

1. Professional Sales Minor
2. Digital Marketing Strategy (DMS) Minor
3. Digital Marketing Strategy (DMS) Concentration
4. Professional Sales Concentration
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.

2. **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.
Alumni Network & Careers

Meet Our Alumni.

Read Their Spotlights.

Get A Job.

90% Placement Rate for Pamplin Grads

$60-$75K Average starting salaries of our graduates

#4 Strongest alumni network in the country from Princeton Review

THIS IS HOKIE NATION

Companies including:
- bluemercy
- Morgan Stanley
- HP
- HBO
- McDonald's
- IBM
- NASCAR
- GUCCI
- Adobe
- GE
- Nintendo
- Apple
- Coca-Cola
- Kellogg's
- Toyota
- Honda
- Tiffany & Co.
- HSBC
- Nintendo
- H&M
- Disney
- Amazon
- Nike
- Google
- Pepsi
- adidas
- Starbucks
- IKEA
- L'Oréal
- Audi
- Nestlé
- eBay

Meet Our Alumni.

Read Their Spotlights.

Get A Job.
Always Engaged

Always Informed

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Pamplin College of Business
Marketing
Virginia Tech

@VTMKTG
//

Virginia Tech Marketing

Click.
Advisory Boards

MARKETING ADVISORY BOARD

SALES ADVISORY BOARD

JUNIOR MARKETING ADVISORY BOARD

Serving the department and its students. Always.
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.
YOUR BOARD MEMBERS

<table>
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<tr>
<th>Lorin Agerstrand</th>
<th>Brian Collins</th>
<th>Chris Corcoran</th>
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<tbody>
<tr>
<td>Chip Devine</td>
<td>Matt Evans</td>
<td>Darrell Gehrt</td>
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<tr>
<td>Erica Hayman</td>
<td>Monica Hillison</td>
<td>Derek Jones</td>
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<tr>
<td>Randall McCrea</td>
<td>Matt Stallings</td>
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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

OPEN SCHOLARSHIP CENTRAL!

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

Apply.
APPLY IN EARLY SPRING SEMESTER
THREE SCHOLARSHIPS GIVEN
$1,000 EACH

JUST SUBMIT A RESUME AND SHORT VIDEO
RECIPIENTS HONORED AT SPRING MARKETING ADVISORY BOARD MEETING

RESOURCES TO CHANGE THE WORLD.
Student Organizations

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

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