IT'S YOUR STORY.
OWN IT.

PAMPLIN COLLEGE OF BUSINESS: MARKETING

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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.

Dr. Rajesh Bagchi
Marketing Department Chair
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.

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.

Who We Are

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:

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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

Randall McCrea  
Adjunct Professor of Practice

Shilpa Madan  
Assistant Professor of Marketing

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

Mark Michalisin  
Associate Professor of Practice

Mario Pandelaere  
Associate Professor of Marketing

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

- Dr. Shilpa Rao
  Assistant Professor of Practice
- 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

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.

THIS IS HOKIE NATION

Placement Rate for Pamplin Grads

90%

Average starting salaries of our graduates

$60-$75K

Strongest alumni network in the country from Princeton Review

#4
Our Socials

ALWAYS ENGAGED

ALWAYS INFORMED

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 IT’S 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

Lorin Agerstrand  Brian Collins  Chris Corcoran
Chip Devine  Matt Evans  Darrell Gehrt
Erica Hayman  Monica Hillison  Derek Jones
Randall McCrea  Matt Stallings
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.
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.
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.