IT'S YOUR STORY. OWN IT.

PAMPLIN COLLEGE OF BUSINESS: MARKETING

SO4R IN
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Welcome from Dr. Bagchi, Marketing Department Chair</td>
</tr>
<tr>
<td>02</td>
<td>Why Marketing at Virginia Tech?</td>
</tr>
<tr>
<td>03</td>
<td>Who We Are</td>
</tr>
<tr>
<td>07</td>
<td>Majors, Minors, and Concentrations</td>
</tr>
<tr>
<td>08</td>
<td>Alumni Network / Careers</td>
</tr>
<tr>
<td>09</td>
<td>Socials</td>
</tr>
<tr>
<td>10</td>
<td>Our Advisory Boards</td>
</tr>
<tr>
<td>14</td>
<td>Study Abroad</td>
</tr>
<tr>
<td>16</td>
<td>Student Organizations</td>
</tr>
</tbody>
</table>
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>
</tr>
</thead>
<tbody>
<tr>
<td>ADVERTISING / ENTERTAINMENT MARKETING</td>
<td>MARKETING RESEARCH</td>
<td>PROMOTIONAL SERVICES</td>
</tr>
<tr>
<td>BRAND / PRODUCT MANAGEMENT</td>
<td>RETAIL / SERVICE INDUSTRY</td>
<td>GLOBAL MARKETING COMMUNICATIONS</td>
</tr>
<tr>
<td>PURCHASING / LOGISTICS</td>
<td>PACKAGING</td>
<td>ANALYTICS / CONSULTING</td>
</tr>
</tbody>
</table>
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.
Alumni Network & Careers

- 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

@VTMKTG

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

<table>
<thead>
<tr>
<th>Lorin Agerstrand</th>
<th>Brian Collins</th>
<th>Chris Corcoran</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chip Devine</td>
<td>Matt Evans</td>
<td>Darrell Gehrt</td>
</tr>
<tr>
<td>Erica Hayman</td>
<td>Monica Hillison</td>
<td>Derek Jones</td>
</tr>
<tr>
<td>Randall McCrea</td>
<td>Matt Stallings</td>
<td></td>
</tr>
</tbody>
</table>
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.
WHILE STUDYING ABROAD PRESENTS INVALUABLE OPPORTUNITIES FOR PERSONAL AND ACADEMIC DEVELOPMENT, WE ENCOURAGE YOU TO CONSIDER ITS EFFECTS ON PROFESSIONAL DEVELOPMENT. AS YOU PREPARE TO TRAVEL FOR A SEMESTER, SUMMER, OR WINTER SESSION, BE SURE TO CONSIDER THE FOLLOWING RESOURCES SO THAT YOU DON’T LOSE TRACK OF YOUR CLASSES & CREDITS, OR YOUR INTERNSHIP AND JOB SEARCH: CAREER FAIRS, PAMPLIN ADVISING, AND PROFESSIONAL DEVELOPMENT.

BECAUSE OF THE INCREASING IMPORTANCE OF GLOBAL SOCIAL ISSUES IN INTERNATIONAL COMMERCE, IT IS NECESSARY THAT AMERICAN STUDENTS OF BUSINESS UNDERSTAND THE SOCIAL AND CULTURAL CONCERNS, AS WELL AS THE ECONOMIC ISSUES, AFFECTING THEIR INTERNATIONAL PEERS. THIS PROGRAM COMBINES THE ACQUISITION OF TRADITIONAL MARKETING SKILLS WITH THE OPPORTUNITY TO OBSERVE AND ENGAGE WITH A SOCIALLY NOVEL ENVIRONMENT.
EUROPE: BUSINESS AND CULTURE IN EUROPE (SUMMER)

LUGANO: COMBINING THEORY AND PRACTICE (SPRING SEMESTER)

LUGANO: CREATING SUSTAINABLE SOCIAL CHANGE (FALL SEMESTER)

PRAGUE: SPRING SEMESTER IN EUROPE

PARIS: BUSINESS & CULTURE IN FRANCE (SHORT PROGRAM)

“TOOLS TO CHANGE THE WORLD.”
Student Organizations

PRISM is Virginia Tech’s only 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

Click.
Giving
The
Next
Generation
of
Marketers
of
Marketing
Pamplin College of Business
Virginia Tech