What is Marketing?

Marketing is an organizational function and a set of processes that performs customer needs analysis, executes product/services design, devises branding strategy, establishes pricing, accomplishes promotion, and creates the distribution system all while maintaining a competitive advantage.

LSU’s Department of Marketing in the E. J. Ourso College of Business

- Provides several possible career paths to marketing majors, including opportunities in management, product development, buying, and sales.
- Instills marketing knowledge through courses such as Principles of Marketing, Consumer Behavior Analysis, Marketing Strategy, Internet Marketing, and Global Marketing.

The marketing department offers the Internship in Marketing Program. Through this program students are able to earn up to six hours of course credit for practical work experience. Additionally, students can participate in various organizations and activities including:

- **Mu Kappa Tau** – This honorary organization exists to encourage and recognize scholarship and high academic accomplishment among marketing students and to stimulate interaction and the exchange of ideas between members. Other goals include promoting the advancement of education in marketing, fostering integrity in the conduct of a marketing career, and bringing marketing professionals and students together on the basis of mutual interest.

- **Pi Sigma Epsilon** – The only national, coed, professional fraternal organization in sales, marketing, and management. PSE’s goal is to provide collegiate students with practical business experience while still in school through sales, sales projects, marketing, marketing research, and community service projects.

**Did You Know?**

Kip Knight, an alumnus who earned his degree from LSU in 1978, is the vice president of marketing for eBay North America. As an undergraduate, Knight was a student of current professor and Department Chair Alvin Burns.