

Communications at Wharton



WM WHARTON MAGAZINE

WHAT WE DO:

Publish content for, about, and by alumni, connecting the broader Wharton community to each other as well as what's happening on campus.

MAIN AUDIENCE:

Wharton Alumni

FIND US:

Online and in print, 2 issues a year.
whartonmagazine.com



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WB WHARTON BUSINESS DAILY

WHAT WE DO:

Bring Penn and Wharton faculty and expert guests together on our fast-paced daily morning show to weigh in on current business news and trends.

MAIN AUDIENCE:

Business-inclined listeners

FIND US:

Live on SiriusXM. Podcast highlights on iTunes, Acast, and more.
knowledge.wharton.upenn.edu/shows/wharton-business-daily-podcast/



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WS WHARTON STORIES

WHAT WE DO:

Write about the people, events, and insights currently at Wharton, offering a glimpse into the student experience while highlighting the School's priorities: Analytics, E&I, Finance, Global Perspective, and Leadership.

MAIN AUDIENCE:

Prospective Wharton students

FIND US:

Online
wharton.upenn.edu/stories



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KW KNOWLEDGE AT WHARTON

WHAT WE DO:

Share the latest faculty research and other timely insights from industry leaders, books, and conferences.

MAIN AUDIENCE:

Global business readers

FIND US:

Online
knowledge.wharton.upenn.edu



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WSP WHARTON SCHOOL PRESS

WHAT WE DO:

Publish and promote research-driven, thought-leading business books by Wharton faculty and our other authors.

MAIN AUDIENCE:

Global business readers

FIND US:

Wherever books are sold online around the globe, including the WSP Bookstore.
wsp.wharton.upenn.edu



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WMR WHARTON MEDIA RELATIONS

WHAT WE DO:

Promote Wharton faculty expertise and School-wide news to elevate the Wharton brand.

MAIN AUDIENCE:

Journalists

FIND US:

Online
news.wharton.upenn.edu



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WSM WHARTON SOCIAL MEDIA

WHAT WE DO:

Develop and distribute content that tells the Wharton story, showcasing the School's academic offerings and elevating Wharton thought leadership.

MAIN AUDIENCE:

Broader Wharton community

FIND US:

Primarily on [LinkedIn](#), [Twitter](#), [Instagram](#),
[Facebook](#) and [YouTube](#).



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