The ultimate goal of an organization is to satisfy the needs and wants of its customers profitably. The Marketing Department offers a variety of courses designed to develop and sharpen student skills in the analysis, planning and control of marketing problems. Successful marketing requires the ability to know how and when to apply research, how to analyze markets and behavior, and how to develop products and services that satisfy or even anticipate customers' needs. The purposes of the undergraduate program in Marketing are: (1) to provide students with the knowledge and skills to identify and develop programs and products that meet customers' needs; and (2) to prepare students for a successful marketing career.

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DEPARTMENT OF MARKETING

DEPARTMENTAL PROGRAM REQUIREMENTS
The department offers two options for Marketing majors: (1) the Standard Marketing Program, where students select electives based on career interests and (2) the Integrated Marketing Education (IME) Honors Program, which is designed to model the progression of a marketing professional.

DECLARATION OF MAJOR
For a student to become a Marketing major, the following conditions must be met: (1) the student must possess a cumulative G.P.A. of 2.0 or better; (2) have received a minimum grade of C- in each Phase I course provided the cumulative G.P.A. in these courses is not less than 2.0; (3) receive at least a C- in Marketing 301 and 310 provided the cumulative G.P.A. in all Marketing courses is not less than 2.0; (4) have junior standing; and (5) transfer students must have completed 28 hours of credit at DePaul University. The student is required to declare a major by the end of his/her junior year.

STANDARD MARKETING PROGRAM
Marketing: 305 Introduction to Marketing Research; 315 Strategic Tools for Marketers; 359 Advanced Marketing Management; and three marketing electives. A student may choose to take 393 Marketing Internship as one of the three electives.

This program provides students with the flexibility to tailor their programs to fit a wide array of career interests. Graduates with a marketing major have many career opportunities in the various areas of marketing such as advertising, market research, sales management, or marketing management. The department offers electives that focus in each area. Majors may wish to group their elective courses with a specific career orientation in mind, although this is not required.

I. MARKETING MANAGEMENT
Many chief executives of top U.S. companies have a background in marketing. Strong marketing provides a key competitive advantage in a dynamic global economy. The marketing management emphasis is appropriate for the student with a general interest in planning, development, and introduction of products and services. An interest in general marketing management could be developed through electing courses such as Marketing 320 Principles of Advertising; 331 Retail Management; 352 New Product Management; 360 International Marketing; 365 Business to Business; and 370 Personal Selling.

II. INTERNATIONAL MARKETING
The international area of marketing offers students the opportunity to examine the economy and business management of many countries in their political, historical, and socio-cultural context. Students who concentrate on international marketing would develop career opportunities in international sales, international product management, or international marketing management.

Students interested in international marketing benefit by enrolling in the following Marketing courses: 320 Principles of Advertising; 352 New Product Management; 360 International Marketing; 365 Business to Business; and 390 Service Marketing.

DePaul Marketing students may combine their majors with either a minor in a commercial language through the College of Liberal Arts and Sciences, or with selected course work in International Studies.
DEPARTMENT OF MARKETING

INTERNATIONAL MARKETING MANAGEMENT SPECIALIZATION WITH FOREIGN LANGUAGE MINOR
Students taking this option should declare a minor in Commercial Languages at the earliest possible stage of their freshman year. A minor in Commercial Language requires six to seven language courses which may be partially fulfilled by taking the Modern Language Option (3 courses) in the freshman year. In addition, students should take four advanced commercial language courses during their sophomore and junior years, as Liberal Studies and Business core elective fulfillments. (See the Modern Language Department, page 197, for a complete listing of available courses.) A commercial language certification examination is available upon completion of the Modern Language Option.

INTERNATIONAL MARKETING MANAGEMENT SPECIALIZATION WITH INTERNATIONAL BUSINESS OPTION
In addition to taking the International Marketing course, students taking this option may use select requirements of the Liberal Studies Program, combined with Advanced Level Electives, to build an International Business Option. The following courses are recommended:
- Economics: 360 Economics of Low-Income Countries; 361 International Trade.
- Finance: 340 International Finance.
- Geography: 315 Asia's Pacific Rim; 316 The European Union; 317 Eastern Europe and the Russian Realm; 326 Mexico, Central America and the Caribbean: Physical, Economic and Cultural Contrasts.
- Political Science: 140 Conflict and Cooperation Among Nations; 344 World Political Economy; 361 International Law.
- Sociology: 102 Cultural Anthropology.

III. MARKET RESEARCH
Market research encompasses problem formulation, data gathering, data analysis, and communication of findings. An understanding of statistics, psychology and sociology as related to marketing is desirable. A student interested in market research will benefit from Marketing 305 Market Research; 315 Strategic Tools for Marketers; 320 Principles of Advertising; and 352 New Product Development.

IV. ADVERTISING AND PROMOTION
Skills that lead to successful careers in Advertising and Promotion include: analysis of market research data
- Media planning
- The creation of persuasive messages
- Strategic coordination of elements of the marketing communication mix
- Sales promotion strategies
- Public relations analysis and tactical management
- Motivation, training, monitoring and dispersion of a sales staff
- Distribution channel coordination through business-to-business advertising and promotional tactics
- Telemarketing and direct marketing techniques.
Marketing elective courses for students interested in a career in advertising and promotion may include Marketing 320 Principles of Advertising, and 370 Personal Selling.

V. SALES AND SALES MANAGEMENT
A student may elect to pursue a marketing track which emphasizes personal selling and sales management. By doing so, he or she will be laying a firm foundation for an entry-level position in marketing upon graduation. Personal selling is a vital force in our economic system and some students find this concentration leads to a financially rewarding, lifetime career. Others view an initial exposure to personal selling as the door which opens up other marketing career opportunities. Students would benefit from Marketing 320 Principles of Advertising; 331 Retail Management; 365 Business to Business; and 370 Personal Selling.
INTEGRATED MARKETING EDUCATION

The Integrated Marketing Education concentration is designed to prepare students for a career as a marketing professional. The curriculum features a highly innovative format that emphasizes doing as the basis for learning. The program integrates state-of-the-art computer-based communication, analysis, and presentation technology with a team approach to provide a learning environment that prepares the student to enter today's business environment. The concentration features a real world focus built upon strong links to the Chicago business community.

The Marketing concentration (24 credit hours) consists of a sequence of 3 highly integrated courses and an internship with a local business. Students move through a lock step program of sequential levels encompassing (1) information gathering and analysis, (2) tactical decision-making and (3) strategic planning. At each level of the sequence student teams will work toward the completion of "milestone" projects that reflect the activities of the marketing manager in a competitive environment. Skills and knowledge necessary for the accomplishment of each milestone are delivered in integrated knowledge modules by members of the teaching team.

The sequence of courses is 356 Marketing Analysis and Planning (8 credit hours); 357 Management of Marketing (8 credit hours); and 358 Marketing in a Global Environment. Students may also complete 393 Marketing Internship after completion of 301 Principles of Marketing.

The Integrated Marketing Education curriculum incorporates a number of unique learning experiences. These include:

Company Association: Each IME level (I-III) has one or more "Partner Companies" involved closely in the work process for the students.

Team Work Activities: All IME levels focus on instituting team ideals. One of the most critical concerns identified by the business community is that successful managers be able to function as team members. Much of the teamwork activity will be done in class so that the faculty and business mentors may evaluate teamwork skills and provide coaching as necessary.

Information/Data Base: One element that makes marketing unique among business disciplines is the information used to make decisions. All IME levels will introduce students to the application of databases and other sources of information that marketing professionals use for decision making.

Evaluation: In general, evaluation will be based on examination and project activities. Students will be expected to learn proper teamwork skills, therefore the application of teamwork will be an important part of each student's evaluation in the program.

Internships: A directed internship with a local business is an integral part of the marketing concentration. At present the department has paid and non-paid internship relationships with over 100 local firms.

SPECIAL PROGRAMS

A student may obtain a minor in Marketing by completing the following courses: 301 Principles of Marketing; 310 Consumer Behavior; 305 Introduction to Marketing Research; 315 Strategic Tools for Marketers; 359 Advanced Marketing Management; and one elective. Students may declare a minor in Marketing by completing a Declaration of Minor Form which can be obtained in the College of Commerce Undergraduate Office. The student's eligibility for candidacy is based upon the following criteria: (1) a Marketing G.P.A. of 2.0 or above in all Marketing courses; and (2) a cumulative G.P.A. of 2.0 in all academic work.
NON-COLLEGE OF COMMERCE MINORS

A student may obtain a minor in Marketing by completing the following courses: an Introduction to Business course or approved substitution; 301 Principles of Marketing; 310 Consumer Behavior; 315 Strategic Tools for Marketers; 305 Introduction to Marketing Research; and one elective. Students may declare a minor in Marketing by completing a Declaration of Minor Form which can be obtained in the College of Commerce Undergraduate Office. The student’s eligibility for candidacy is based upon the following criteria: (1) a Marketing G.P.A. of 2.0 or above in all Marketing courses; and (2) a cumulative G.P.A. of 2.0 in all academic work. PREREQUISITES: College algebra, Statistics, and ICS 200 are prerequisite to Marketing 301.

THE KELLSTADT CENTER FOR MARKETING ANALYSIS AND PLANNING

DePaul University provides an education that emphasizes a pragmatic, hands-on approach with a strong orientation to application. Established in 1986 with a 1.2 million dollar grant from the Charles H. Kellstadt Foundation, the Kellstadt Center for Marketing Analysis and Planning strives to build solid bridges between the "real" and academic worlds. The center fosters a practical three-way partnership by addressing business needs, utilizing faculty skills and developing outstanding students.
COURSES

All courses carry four hours of credit unless otherwise stated.

The following courses may be taken only upon completion of the Phase I courses. See page 29.

301 Principles of Marketing. Marketing as a fundamental part of the system of business management and of the socio-economic system; emphasis on management of marketing by the individual firm's executives; marketing problems-solving and decision-making required by the individual. Prerequisites: Phase I and junior standing. Offered every term.

305 Introduction to Marketing Research. This course focuses on how to match research design (exploration, surveys, observation and experiments) with an organization's marketing problems. You will learn how to: design questionnaires, collect and analyze survey data, prepare and conduct focus groups and design experiments. Some knowledge of statistics required. Prerequisites: 301 and Phase I. Offered variably.

310 Consumer Behavior. An analysis of the environmental, social and psychological factors that influence an individual's consumer decisions. Specific areas studied will be consumer motivation, attitudes, learning and decision processes, as well as lifestyles, reference groups, communication and cultural influences. Prerequisites: Phase I, junior standing and 301. Offered every term.

315 Strategic Tools for Marketers. This course provides depth of knowledge in the understanding and application of important and relevant concepts in marketing such as environmental analysis, market segmentation, market demand forecasting, product positioning, promotion budget setting, pricing, distribution management, marketing performance assessment, and customer relationship management. Prerequisite: MKT 301.

320 Principles of Advertising. Development of an understanding of the principles, processes, and methods employed in advertising and sales promotion of products and services directed toward consumers, businesses, and intermediaries. Discussion will involve understanding the behavior of the target audience, developing advertising institutions, budgeting for advertising, creating the message and media strategy, and measuring the effectiveness of the advertising program. Prerequisites: 301 and 310. Offered every term.

331 Retail Management. Retailing is one of the major marketing activities. The marketing problems faced by retailing organizations and their solution is the subject of this course. Prerequisite: 310. Offered variably.

352 New Product Management. The evolution of products and product lines serving the consumer and product management as a competitive strategy. Responsibilities and organization of the product manager system in different industry settings. Prerequisites: 310 and 305. Offered variably.

359 Advanced Marketing Management. This course provides a strategic perspective for marketing management in a global environment. The course addresses company organization, industry structure, firm’s competitiveness, marketing activities, and market-entry strategies. Stresses intensive case instruction. Prerequisites: 301, 310 and 315. Offered every term.

360 International Marketing. Forces that shape international trade and strategies open to the marketing executive; major decisions and problems are reviewed. Prerequisite: 310. Offered variably.
Business to Business (formerly Industrial Marketing). A comparison of strategies and applications for marketing to business intermediary markets vs. consumer markets. Analysis of major problems and decisions for products, services and channel relationships are examined through lectures, cases and projects as applicable. Prerequisite: 310. Offered variably.

Personal Selling. Application of the behavioral sciences to personal selling; new perspectives on the personal selling process. Prerequisite: 310. Offered variably.

Service Marketing. This course will explore the identifying characteristics of service marketing as compared and contrasted with product marketing. The conceptual differences in marketing of intangibles vs. tangible offerings to the market will be emphasized. The course will consist of lecture, discussion, readings and cases. Prerequisite: 310. Offered variably.

Marketing Internship. Internships provide an opportunity to obtain valuable professional experience and contacts in advertising agencies, manufacturing, services, public relations agencies, and communications. Marketing majors are strongly urged to complete one quarter of intern credit. The department's internship coordinator will work with each student to obtain placement. Marketing internships may be taken, with approval of the coordinator, any quarter after the completion of Marketing 301 Principles of Marketing.

Interactive/Internet Marketing. The course provides an introduction to interactive/Internet technology and the marketing opportunities this medium presents. A multi-dimensional approach is used to combine practical application with marketing principles. Hands-on Web page development and Internet use via exercises and assignments will reinforce the practical application of marketing principles. Case analysis and current articles will also be used to enrich the student's knowledge of and literacy in this new and rapidly developing marketing environment. Students will research current methods of online marketing and commerce, then develop a site, as well as marketing and maintenance plans for specific business models and business segments. Prerequisites: 301, 310, and 305. Offered variably.

Special Topics. Content and format of these courses are variable. An in-depth study of current issues in marketing. Subject matter will be indicated in class schedule. The Marketing department offers special topics in such areas as social marketing, and direct marketing. Prerequisite: 310 or as listed in class schedule. Offered variably.

Independent Study. Available to students of demonstrated capability for intensive independent work in marketing. Prerequisite: Written permission of supervising faculty member, chair and director of undergraduate programs is required prior to registration.

Integrated Marketing

The IME courses of the marketing concentration are designed to be taken in sequence: IME Level I (356) is a prerequisite for IME Level II (357), followed by IME Level III (358). Marketing Internship (393) may be taken at any time following the completion of Marketing 301. The 356, 357, and 358 sequence is intended to be a senior-year experience and can be started only in the Autumn quarter. Prerequisites: 301, 310, 315 and faculty approval. (Note that 301 and 310 may be taken concurrently.) Applications are available in March in the department office. IME students must be declared marketing majors by the beginning of fall quarter.
**IME LEVEL I**

**Marketing Analysis and Planning.** The first course of the IME sequence addresses marketing information gathering, analysis and planning. Students will learn how to conduct secondary research at the company and industry level for analysis of a firm's competitive situation. This analysis will be drawn from real-time cases from sponsoring Chicago-area companies. Emphasis is placed on teamwork and effective communication in oral and written presentation. Students will learn to analyze a firm's industry and competition as well as how to identify a target market and position a product. Milestones will include the preparation and presentation of the situation analysis elements of a marketing plan as well as a presentation to the client company. 8 quarter hours. Offered every Autumn.

**IME LEVEL II**

**Management of Marketing.** The second course in the IME sequence acquaints the student with the knowledge and skills necessary for the management of marketing activities including marketing plan preparation and tactical decision-making in changing situations. (1) Students will build upon the situation analysis and presentation skills acquired in IME Level I, by developing skills necessary to prepare and present a marketing plan. (2) Tactical managerial decisions to be addressed include product/service management, competitive pricing decisions, distribution, and promotion decisions as faced by the manager of marketing activities in the day-to-day life of the firm. Students will learn to develop sales forecasts and budgets and apply control and analysis techniques to evaluate marketing operations. Course milestones will include market plan development and presentation to internal as well as external groups, and the presentation of analysis and recommendations to address the day-to-day management of marketing operations. Students will work in teams to address a marketing problem provided by a sponsoring Chicago-based company. This problem will require students to use available secondary data to analyze the current market situation, and analyze and interpret primary data necessary to make decisions. 8 quarter hours. Offered every Winter.

**IME LEVEL III**

**Marketing in a Global Environment.** This final course in the IME sequence provides a strategic perspective for marketing management in a global environment. The course will address company organization, industry structure, firm's competitiveness, marketing activities, and market-entry strategies. Course milestones will address the issues and decisions normally associated with international market expansion. The course is a hands-on learning experience for the student/team through the introduction and interaction with a Chicago-based company currently involved in international business. 4 quarter hours. Offered every Spring.

**MARKETING INTERNSHIP**

**Marketing Internship.** Internships provide an opportunity to obtain valuable professional experience and contacts in advertising agencies, manufacturing, services, public relations agencies, and communications. IME Marketing majors are required to complete one quarter of intern credit. The department's internship coordinator will work with each student to obtain placement. Marketing internship may be taken, with approval of the coordinator, any quarter after the completion of Marketing 301 Principles of Marketing. In lieu of internship, IME students may, with approval of the chair, elect to complete a Marketing elective.