



Marketing Matters

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Summer 2008

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Marketing at DePaul: Newsletter Launch

There is a lot happening in the Department of Marketing at DePaul - new programs, new courses, and innovative research. We are introducing this publication as a way to share some of the news with you.

The Sales Leadership Program continues to grow, with enrollment of over 700 in sales classes this quarter. The most recently added Technology Partner is Hoover's, the business information resource company.

The Multicultural Marketing program hosted the introductory meeting of its Corporate Advisory Board on Thursday, May 1st. The program is the first of its kind in a business school. Students learn the intricacies of communicating and doing business with consumers in an increasingly diverse environment.

Next year, we will be offering more than 200 classes. Topics range from the basics to new courses like Marketing Across Cultures and CRM Measurement and Analytics. The scope of the curriculum reflects the tremendous energy of the marketing faculty and the importance we place on staying tuned in to current business practice.

Marketing faculty are working on a variety of research topics, including bilingual advertising, cultural issues with respect to consumer credit, political marketing. The back page lists some of their recent publications and presentations.

Communication is a two-way street, so we hope you will take the time to let us know the impact your connection with DePaul Marketing has had, professionally and personally.

Regards,

Sue Fogel, Department Chair
sfogel@depaul.edu

<http://www.salesleadershipcenter.com/>

<http://marketing.depaul.edu/multicultural/>

Upcoming International Study Tours

INDIAN SUMMER

July 24-August 4, 2008

Leaders: Dr. Zafar Iqbal and Dr. Luis Larrea

Summary: The objectives of this seminar are to expose students to the emerging India of the 21st Century, and to explore India's journey in its transition from a traditional, conservative, centrally-planned economy to an open market economy, becoming one of the world's fastest growing and most influential nations alongside China and the United States.

Students will be taking a tour of India including the cities of: Mumbai, Pune, Bangalore and Mysore. Company visits include Infosys, WiPro, Tata Motors, Bajaj Auto and Mysore.

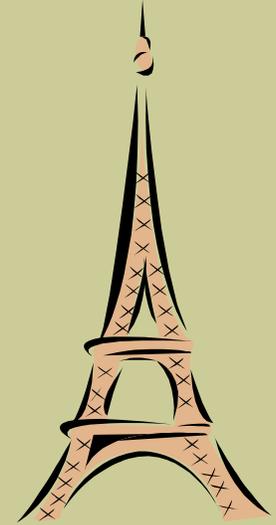
WINTER IN PARIS

Tentative Dates: Dec 3-12, 2008

Leader: Steve Kelly

Summary: The theme for the trip is to come to Paris, the home of high priced, sophisticated luxury goods to see how the companies have been able to market their products with U.S. dollar dropping and global competition.

Applications are being accepted please contact skelly@depaul.edu if you have questions.



A very photogenic robot: a snapshot of an android being built at a plant in Japan taken on a study abroad trip.

DePaul Marketing International Study Tours:

Over spring break, marketing professors led three international study tours.

Petr Chadraba took students to the Czech Republic and Austria, visiting McDonald's headquarters, a Czech bank and advertising agency, Bernard brewery, Ernst and Young and Toyota.

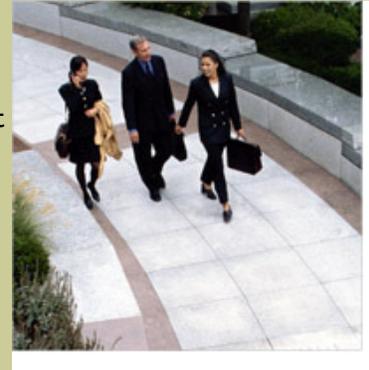
Highlights of the trip Bob Galka led to Japan included Takeda Pharmaceutical's Osaka plant, Panasonic, Fujitsu, the Japan Patent Office and Osaka University Robotics Research Laboratory, complete with androids.

Steve Koernig led a trip to Germany that featured visits to BMW, Audi, Ayinger Brewery, Airbus, Schuh Bertl (handmade shoes), and an HSV (Hamburg) soccer game, among others.

Kellstadt Marketing Center

Spring ahead in your career this season by enrolling in professional education courses. The Kellstadt Marketing Center offers unique and exciting certificate programs to enhance marketing expertise. Our programs include a variety of certificate programs and seminars on a range of topics such as marketing, sales, and communications. Some of the programs that will be running this spring and summer are:

- Practical Internet Marketing Certificate Program
- Building an Effective Marketing Plan Certificate Program
- Effective Presentation and Communication Skills Certificate Program
- Customer Relationship Management (CRM) Certificate Program
- Professional Business Writing Certificate Program
- Search Engine Optimization (SEO) Seminar
- Public Relations Boot Camp Seminar



Please contact Jurate Murray for more information, jmurray9@depaul.edu or 312.362.5913.

Visit us at: www.cpe.depaul.edu/mkt



Jacobs & Stone Multi-channel Marketing Communications Certificate program: Creating Direct, Interactive and Measurable Media Strategies

With the emergence of consumer-driven markets and multiple channels, brand managers now need new ways to engage and build customer relationships. On one hand, consumers and businesses expect a relevant, personal dialogue with an organization; on the other, marketing communications managers are expected to demonstrate a meaningful return on investment from their programs. It's not enough, anymore, to "push" messages to mass audiences; rather, you have to reach many "markets of one" at the same time.

In this certificate program, you'll learn the latest strategies, tools, and techniques in direct, interactive, digital and database marketing— from planning through execution and measurement. Outstanding instructors share their experiences, case studies, and real-world examples. And, with new ways to track the performance of your programs, you'll be able to sell your marketing ideas to the CEO, President, CFO, and CMO.

Please contact Jurate Murray for more information, jmurray9@depaul.edu or 312.362.5913.

This course is listed at: www.cpe.depaul.edu/mkt

New Class for Fall 2008!

MKT 798: Pricing Strategy (*Offered Fall 08/09*)

Pricing decisions are among the most influential and challenging issues facing a business. Pricing strategy lies at the intersection of marketing, sales, finance, and production. Managing pricing effectively affects a company's growth and profitability more directly and quickly than any other strategic decision. In this course, we will explore methods of analyzing pricing decisions, influencing customers' price perceptions, managing sales promotions and negotiations, and forecasting industry price trends. Pricing Strategy will explore pricing decisions for new product introductions and mature product profit management. Students will discover best practices in pricing decision making at the industry, market, and transactional level. Organizational structure, routines, and instrumentation will also be discussed with respect to price decision making. The goal of this course is to equip managers with an informed and structured approach to pricing for improved profitability and sell through.

PREREQUISITES: MKT 555 Decisions in Marketing Management & ACC 555 Managerial Accounting for Decision Making

Marketing Internship Program

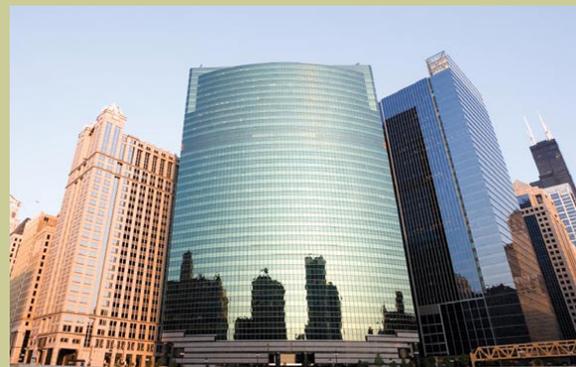
The Marketing Internship Program helps students find internships and receive course credit through the MKT 393 course. MKT 393 fulfills the experiential learning requirement or a marketing elective. Multicultural Marketing Majors and IME students are required to take the internship course.

Please let your students know that there are exciting opportunities waiting for them. Some of our previous interns have held positions at:

Bosch
Technomic, Inc.
The San Jose Group
MTV Networks
Edelman PR
Rubloff Properties.... And more!

If you have students who are interested in the program, please have them contact

Kate Stevenson
ksteven6@depaul.edu 312.362.5914.



Announcing the formation of the Kellstadt Marketing Group!



The Kellstadt Marketing Group aims to enhance the graduate and alumni marketer's experience and toolkit through professional networking, educational seminars, alumni events and relations. KMG is always looking for new members and strategic partners to further enhance the organization. KMG is an educational and professional organization supported by DePaul University and the Kellstadt Graduate School of Business.

For more information, contact: Neil Feuling, President
Email address: kellstadtmarketinggroup@gmail.com

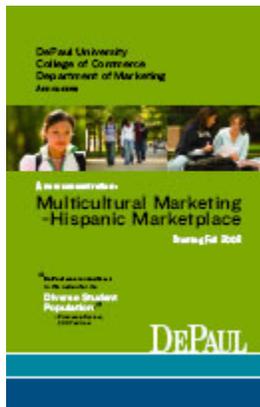
Kellstadt Marketing Group (KMG) to host Brian Reich, author of *Media Rules: Mastering Today's Technology to Connect with and Keep Your Audience*

Chicago – June 12, 2008 – Newly formed Kellstadt Marketing Group (KMG), a graduate marketing organization of DePaul University's Kellstadt Graduate School of Business, will host a professional networking and educational event on September 18, 2008 entitled Media Rules! Brian Reich, a respected author and executive in the industry will share his thoughts and successes related to the use of media in Viral Marketing and Social Networking. The event promises professional networking and enhanced educational opportunities.

“When it comes to communicating with an ever-evolving audience, today's organization has more than enough tools to get the job done—blogs, podcasts, social networks, search advertising, and much more. Yet the combination of rapid technological innovation and continuous social shifts have left many organizations—from the largest who use online videos and sophisticated ad campaigns to the smallest using only snail mail—struggling to navigate the new waters. *Media Rules!* helps guide you safely ashore, giving you a direction to follow to get your message out to the right audience with the right, interactive vehicle.” (www.themediarules.com)

About Brian Reich

Brian Reich is a principal at Echo Ditto. He is a regular speaker and writer on the issues involving the impact of the internet and technology on politics, society, and the media. He is also the editor of the blog, *Thinking about Media*.



Multicultural Marketing

DePaul's Marketing Department is the first in the U.S. to offer a concentration in Multicultural Marketing to business students. The program is the Department's response to the fact that our marketplace is becoming increasingly diverse due to the growth of the African American, Asian American and Hispanic populations. These markets represent well over \$1 trillion in consumer spending. Marketing majors who concentrate in Multicultural Marketing will be well versed in basic marketing strategies and quantitative techniques as well as Integrated Marketing Communications, Marketing Across Cultures and Internships with a firm specializing in Multicultural Marketing. The program was featured in the *Chicago Tribune*, *Sun-Times*, *BrandWeek*, *HispanicBusiness.com*, and local TV news. The program is also highlighted in "They Teach That in College? A Resource Guide to More Than 95 Interesting College Majors," (2008), 2nd edition, College & Career Press, Chicago, IL. The Department is developing an advisory board to assist in obtaining support for scholarships, internships and full time employment for students and other resources.

**"Many
bilinguals in
the U.S. live
linguistically
divided lives"**

"Advertising to Bilinguals: Does the Language of Advertising Influence the Nature of Thoughts?"

Should you advertise to bilingual people in their own language or in English? Many people assume the correct answer is that advertising should be in the consumer's native language. This research suggests that it depends on what you are advertising. Different languages may cue different associations and influence how someone responds to advertising.

Many bilinguals in the U.S. live linguistically divided lives. Their life at home, in their ethnic community, and with friends and family is experienced in their native language, while life at school, work, and in the community at large is experienced in English. This duality of experiences may lead to very different thoughts when a bilingual sees advertisements written in either of the two languages he or she can understand.

The research in this paper shows that advertising a product that's used at home or somehow related to one's ethnic community may be more effective when it is in the native language, but if the product is used in a context like work or school, English may be a better bet.

The take home message is that advertisers should consider the consumption context when deciding which language to employ when advertising to bilinguals.

This research by Dr. Jaime Noriega (DePaul) and Dr. E. A. Blair (University of Houston) will be published in the *Journal of Marketing* later this year.





Student Profile: Jennifer Paruch

Who: Jennifer Paruch

Majors: Integrated Marketing Education
Strobel Honors Accounting

Graduation: June 2008

Internship: The Abundance Center- Glen Ellyn, IL

Past Internships: KPMG
Huron Consulting Group

About Me: During my senior year at DePaul, I have been engaged in the interactive IME Marketing Program where I had a chance to network with such companies

as Salton Appliances and Crain's Chicago Business in the classroom and provide market research and recommendations for their current brands and products. Currently, I am assisting one of my past professors in her start-up business where I am able to view the process and challenges of pursuing an entrepreneurship venture. My education and experiences while at DePaul have definitely prepared me for the business world. I believe that with my persistence and dedication I will be able to apply my interest in solving complex business problems to a career in business consulting. It is my goal to pursue an MBA in a few years in order to further my studies and prospects for growth.

As a side pursuit, I'm also addicted to the life of improvisation and acting. I've been involved in classes at The Second City where I had the chance to take to the stage and exercise my skills in improvisational comedy!

“Careers in sales are widely available and compensation levels are 10-40% higher than other entry level positions”

Sales Leadership Program

The Center for Sales Leadership is the largest sales education program in the country and offers classes at both the undergraduate and graduate level. The program, which began in 2003 with one class and 37 students, now offers 7 different classes within the minor for undergraduates and 3 supplemental classes at the MBA level for graduate students, with over 600 students enrolled each quarter.

Careers in sales are widely available and compensation levels are 20-40% higher than other entry level positions. Students who complete the courses will earn a Sales Leadership Concentration or Minor in addition to their normal degree.

Corporations such as 3M, Navistar, Chase Bank, State Farm, Target, Enterprise, Wells Fargo, C.H. Robinson, Pella Windows, Salesforce.com, Hoovers, Nielsen, and many others participate in the classroom, helping students see how principles are applied in everyday situations. Students learn about specific companies and industries and meet and network with people who have an interest in hiring them for internships and full time jobs.

Find out more about the Center for Sales Leadership at www.salesleadershipcenter.com.



MARKETING DEPARTMENT

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Recent Faculty Accomplishments

Marketing faculty research:

Baran, R., Galka, R., & Strunk, D. P. (2007). Principles of CRM, Cincinnati, Ohio: Thompson Southwestern.

Diamond, Nina, Stephen Koernig and Zafar Iqbal (in press), "Uniting Active and Deep Learning to Teach Problem Solving Skills: Strategic Tools and the Learning Spiral," Journal of Marketing Education.

Fogel, Suzanne & Thornton, Corliss Green. "What a Hassle! Consumer Response to Sales Promotions." Accepted at Journal of Promotion Marketing.

Kelly, J. S. (2007). "J. Jill: Insights into a Multichannel Retailer." In Ron Jacobs and Bob Stone (Ed.) Successful Direct Marketing Methods, (pp. 481-483). Chicago: McGraw Hill.

Koernig, Stephen K. (2007), "Planning, Organizing, and Conducting a Two-Week Study Abroad Trip for Undergraduate Students: Guidelines for First-time Faculty," Journal of Marketing Education, 29(3), 210-217.

Sethi, Rajesh and Zafar Iqbal (2008), "Stage-Gate Controls and Learning Failure in New Product Development Projects: Exploring the Adverse Effect on Novel Products", Journal of Marketing, Vol. 72 (January), 118-134.

Albert M. Muñiz, Jr. and Hope Jensen Schau, "Vigilante Marketing and Consumer Created Communications," Journal of Advertising, 2007, Volume 36 (3), 35-50.

Noriega, J.L. and Blair E.A. (2008), "Advertising to Bilinguals: Does the Language of Advertising Influence the Nature of Thoughts?" Forthcoming; Journal of Marketing, September 2008

Wojciech Cwalina, Andrzej Falkowski and Bruce I. Newman, A Cross-Cultural Theory of Voter Behavior (2008) London: Taylor & Francis.

Wojciech Cwalina, Andrzej Falkowski and Bruce I. Newman, "Towards the Development of a Cross-Cultural Model of Voter Behavior: Comparative Analysis of Poland and the U.S." (forthcoming) European Journal of Marketing: Special Issue on Political Marketing.

Presentations

Fogel, Suzanne (2008). "The Struggle to Save." Address to national meeting of College Savings Foundation, January 31. Miami, FL.

Newman, Bruce (2008). Keynote Address at the 5th International Conference on Political Marketing. March 27. Manchester, England.

Whalen, D. Joel. 2008. "The Child at the Top of the Stairs: Features to Benefits." National Conference in Sales Management: Professional Sales and Marketing Practices for the 21st Century. March 26. Dallas, TX..

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