

# KELLSTADT MARKETING CENTER

PROGRAM AND COURSE GUIDE





A high-angle, close-up photograph of two business professionals, a man and a woman, both dressed in dark business suits. They are leaning over a desk, looking intently at several documents spread out before them. The woman, on the right, has her hair pulled back and is pointing at a document with her right index finger. The man, on the left, is holding a pen and looking down at the papers. The background is softly blurred, showing more of the office environment. The overall tone is professional and collaborative.

## THE KELLSTADT MARKETING CENTER

For more than 20 years, the Kellstadt Marketing Center of DePaul University has given professionals the specialized skills in marketing they need to achieve their highest potential. For individuals not seeking a degree, the center offers a range of courses—from certificate programs to seminars—taught by experts in the field, drawn from both the academic and business communities. Education and training programs also can be customized and delivered on site to fit the needs of an organization.

*Co-Directors: Suzanne Fogel, Ph.D. and Steven Kelly, Ph.D.*



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# INTEGRATED MARKETING COMMUNICATIONS(IMC) CERTIFICATE PROGRAM

Whether targeting consumers or businesses, marketing communications begins with a plan that's clearly driven by an understanding of audience wants and needs. Communication strategy and tactics for direct marketing, sales, advertising and public relations must follow a coordinated, complete program in which all touch points work together to convey the values of the organization.

## PROGRAM REQUIREMENTS

To receive the IMC certificate, you must successfully complete five required courses and one elective course.

### Required Courses:

- Jacobs & Stone Multichannel Marketing Communications
- Building an Effective Marketing Plan
- Customer Relationship Management (CRM)
- Practical Internet Marketing
- Social Media Marketing Seminar

### Elective Courses (choose one):

- Paid Search Marketing
- Advertising and Public Relations Essentials
- Effective Presentation and Communication Skills
- Professional Business Writing
- Branding for Success
- Negotiation Strategies and Skills
- Marketing Research
- Website Design for Marketers
- Social Media Marketing Certificate
- Predictive Analytics

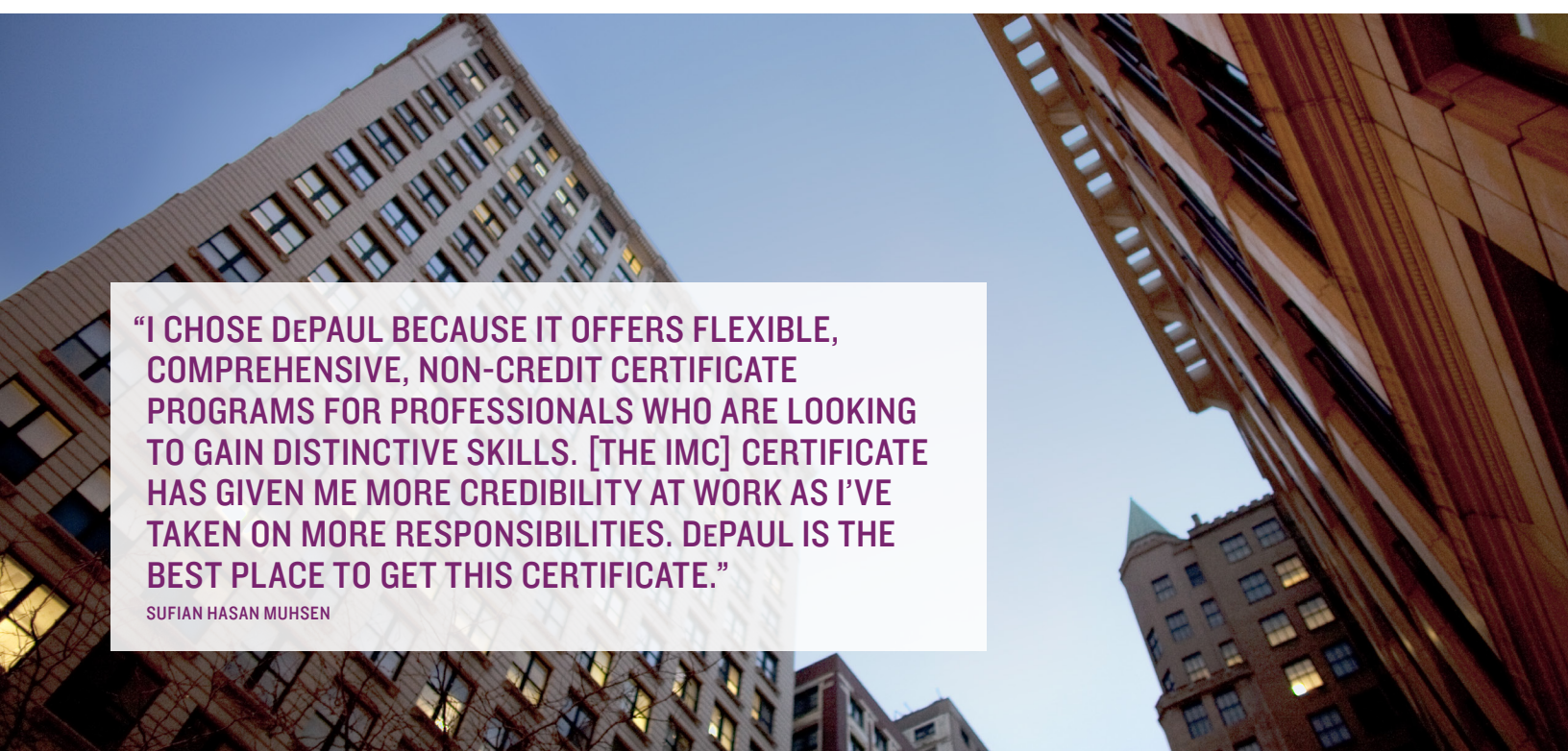
## WHO SHOULD ATTEND

This program is for those who want to understand the complete marketing picture of their organizations or their client's organizations:

- Experienced marketers wishing to acquire new skill sets
- Marketing managers
- Account managers
- Marketing research professionals
- Advertising professionals
- Public relations practitioners
- Business owners and entrepreneurs

## HOW YOU WILL BENEFIT

The IMC certificate provides a comprehensive understanding of the fundamentals you need to build a clear communication strategy for your organization.



**"I CHOSE DEPAUL BECAUSE IT OFFERS FLEXIBLE, COMPREHENSIVE, NON-CREDIT CERTIFICATE PROGRAMS FOR PROFESSIONALS WHO ARE LOOKING TO GAIN DISTINCTIVE SKILLS. [THE IMC] CERTIFICATE HAS GIVEN ME MORE CREDIBILITY AT WORK AS I'VE TAKEN ON MORE RESPONSIBILITIES. DEPAUL IS THE BEST PLACE TO GET THIS CERTIFICATE."**

SUFIAN HASAN MUHSEN

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# CIMA INTERACTIVE MARKETING CERTIFICATE PROGRAM

Learn the terminology and strategy for Internet search, social media, Web analytics, mobile marketing and digital display advertising from Chicago-area professionals. This six-week certificate program offered by DePaul and the Chicago Interactive Marketing Association (CIMA) provides you with the opportunity to follow a practical case project to determine how well your social media and search skills affect results for your site.

To receive the certificate you must take and successfully complete an exam based on concepts taught in the class.

## WHO SHOULD ATTEND

Marketing professionals with experience in the following functional areas:

- Sales
- Account management
- Media (traditional and interactive)
- Agencies
- Community managers
- Public relations
- Database management

## HOW YOU WILL BENEFIT

In this program, you will learn:

- SEO and paid search
- Web analytics
- Display advertising on the Internet
- Mobile marketing
- Social media marketing
- Interactive marketing strategy



**“THIS CLASS HAS REINFORCED MY CURRENT KNOWLEDGE AND GIVEN ME A GOOD UNDERSTANDING OF THE TECHNICAL SIDE OF INTERACTIVE MARKETING. IF YOU WORK IN THE DIGITAL INDUSTRY, THIS IS A GREAT PROGRAM THAT GIVES YOU A WELL-ROUNDED INTRODUCTION. ALSO, IT’S A GREAT WAY TO NETWORK WITH FELLOW DIGITAL PROFESSIONALS!”**

TIM WEAVER

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# PRACTICAL INTERNET MARKETING CERTIFICATE PROGRAM

This six-week certificate program covers the best practices of Internet marketing for small businesses and nonprofits. You will gain hands-on experience using simple, low-cost Internet marketing tools and techniques. You'll learn how to blog, podcast and vodcast, as well as how to optimize Web pages for search engines. Each class features a combination of presentation, instruction and class discussion. You'll receive constructive feedback on your marketing plans from your instructor and classmates.

## WHO SHOULD ATTEND

The program is appropriate for a wide range of audiences, including entrepreneurs, nonprofit and small business professionals, freelancers, marketing professionals and guerilla marketers.

## HOW YOU WILL BENEFIT

In this program, you will learn how to do the following:

- Understand how search engines work and how to implement successful search engine optimization (SEO) techniques
- Market through social media
- Track and analyze Web usage and social media
- Design and send effective bulk personalized email
- Utilize best practices for Internet marketing

## ONLINE OPTION

Our online program is taught asynchronously by the same instructor who teaches the in-class program. This virtual class covers the same content, but the online format allows you to study at your own pace from anywhere in the world with Internet access. All online students receive timely feedback, advice and direction from the instructor.

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# SOCIAL MEDIA MARKETING CERTIFICATE PROGRAM (NEW)

Social media is an essential part of marketing strategies today. In this six-week program you will have access to premiere subject matter experts, cutting-edge case studies, and testimonials from businesses successfully using social media marketing. You will review real-life examples and perform hands-on work with social media marketing, preparing you to take on these duties in your current or future career.

## WHO SHOULD ATTEND

This program is ideal for individuals looking to gain a deeper understanding of social marketing, experienced digital marketers who want to expand their knowledge, and marketing professionals.

## HOW YOU WILL BENEFIT

- Learn the fundamentals of social media marketing, including ways to monetize social media, implement search engine optimization, and utilize the appropriate tools needed for social listening and monitoring
- Identify and understand the various social networks and how to integrate these marketing channels into your current marketing programs

- Gain practical experience using web analytics and social media measurement tools



A close-up photograph of a person's hand holding a dark grey stylus, pointing at a computer monitor. The monitor displays a complex data visualization with multiple line graphs and bar charts. The person is wearing a light blue button-down shirt. In the background, another monitor is visible, showing a map of the United States. The scene is set in a professional office environment with bright, natural light.

**“THE JACOBS & STONE CERTIFICATE MORE THAN MET MY EXPECTATIONS. WE RECEIVED THE LATEST DEVELOPMENTS IN THE MULTICHANNEL MARKETING WORLD. YOU’LL ALSO GET THE BEST OPPORTUNITY TO NETWORK WITH BUSINESS LEADERS AS WELL AS COLLEAGUES IN THE INDUSTRY.”**

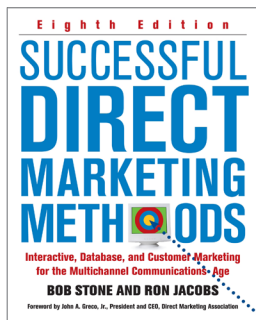
REDA CHAFAI

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# JACOBS & STONE MULTICHANNEL MARKETING COMMUNICATIONS (MC2) 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. Consumers and businesses expect a relevant, personal dialogue with an organization. Marketing communications managers are expected to demonstrate a meaningful return on investment from their programs. It's not enough to "push" messages to mass audiences. You have to reach many markets at the same time.

In the Ron Jacobs and Bob Stone 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.



## WHO SHOULD ATTEND

- Marketing communications professionals
- Organizational leaders wanting accountability in marketing programs
- Account executives working in performance-based interactive marketing
- Clients of an agency or consulting firm who want perspective to evaluate service
- Brand managers trying to add interactive and direct marketing to a budget
- Small business owners or entrepreneurs needing cost-effective marketing tools
- Customer relationship management managers wanting to retain the best customers
- Acquisitions managers wanting to build life-time customer value
- Retention managers who want to communicate effectively with valuable customers

## HOW YOU WILL BENEFIT

- Gain extraordinary, practical expertise from successful practitioners
- Learn the most powerful and cost-effective way to market and secure new customers
- Implement direct, interactive, digital and database marketing in your organization

*Discounts may be available through membership in your marketing association.*

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# BUILDING AN EFFECTIVE MARKETING PLAN CERTIFICATE PROGRAM

To build an effective and successful marketing plan, you need to understand marketing concepts and techniques, including research, competitive analysis, market segmentation, pricing strategies, distribution channels and marketing communications. In this program, you'll learn how to design marketing programs and develop budgets. You'll also create a complete marketing plan for the product or service of your choice.

## WHO SHOULD ATTEND

This program will benefit professionals who have a hand in developing their organizations' marketing strategies, including marketing managers, product managers, marketing coordinators and project managers.

## HOW YOU WILL BENEFIT

- Gain knowledge and develop skills to create high-impact marketing plans and programs
- Develop analytical skills and gain deeper insights into your company's business
- Create and participate in new initiatives to advance your career

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# CUSTOMER RELATIONSHIP MANAGEMENT (CRM) CERTIFICATE PROGRAM

A relationship between a customer and an organization, sustained over time, enhances the organization's competitive position as well as increases its profitability. Learn CRM from Robert Galka, one of the authors of "Principles of Customer Relationship Management." This program combines case studies, practitioner guest speakers, a project, class discussions and presentations to give you a firm understanding of using CRM to its greatest advantage.

## WHO SHOULD ATTEND

- Professionals in marketing and sales
- Non-marketing business professionals interested in CRM
- Technologists wishing to gain an understanding of CRM
- Customer service representatives
- Entrepreneurs

## HOW YOU WILL BENEFIT

You will gain:

- An in-depth understanding of the competitive benefits of CRM
- A grasp of the challenges/constraints of implementing CRM
- An appreciation for using technology to enhance a CRM initiative

*For those with CRM experience, this program can provide fresh ideas, as well as a venue to challenge current practices and propose new alternatives.*

## ONLINE OPTION

Our online program is taught asynchronously by the same instructor who teaches the in-class program. This virtual class covers the same content, but the online format allows you to study at your own pace from anywhere in the world with Internet access. All online students receive timely feedback, advice and direction from the instructor.



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# PAID SEARCH MARKETING CERTIFICATE PROGRAM

According to the Marketing Sherpa Report, paid search makes up 82 percent of the \$6 billion search marketing industry. The paid search industry grew by almost 27 percent this year, and Google generated more ad dollars than all other firms, online or offline. Learn to leverage paid search to grow your own business or become a star employee by driving traffic to your company's website.

## WHO SHOULD ATTEND

Whether you are an entrepreneur wanting to take your business to the next level or an employee in marketing or e-commerce trying to become a valuable asset to an employer, this program is for you.

## HOW YOU WILL BENEFIT

- Prepare yourself to participate in the most important and exciting part of any business-acquiring high value new customers
- Be the first to learn the best practices, strategies and tactics required to leverage paid search for profit and growth
- Learn how to acquire scores of prospective new customers who have intentionally entered search terms into Google, Yahoo! and Bing
- Learn how to use paid search to target customers of higher-than-average value



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# EFFECTIVE PRESENTATION AND COMMUNICATION SKILLS CERTIFICATE PROGRAM

The ability to communicate effectively and present ideas clearly is a common skill among successful professionals. In this program, internationally recognized speaker and educator, Joel Whalen, Ph.D., guides professionals in developing better presentation skills. You'll learn how to deliver powerful, memorable messages as well as how to achieve a presence, both in public speaking and in one-on-one communication.

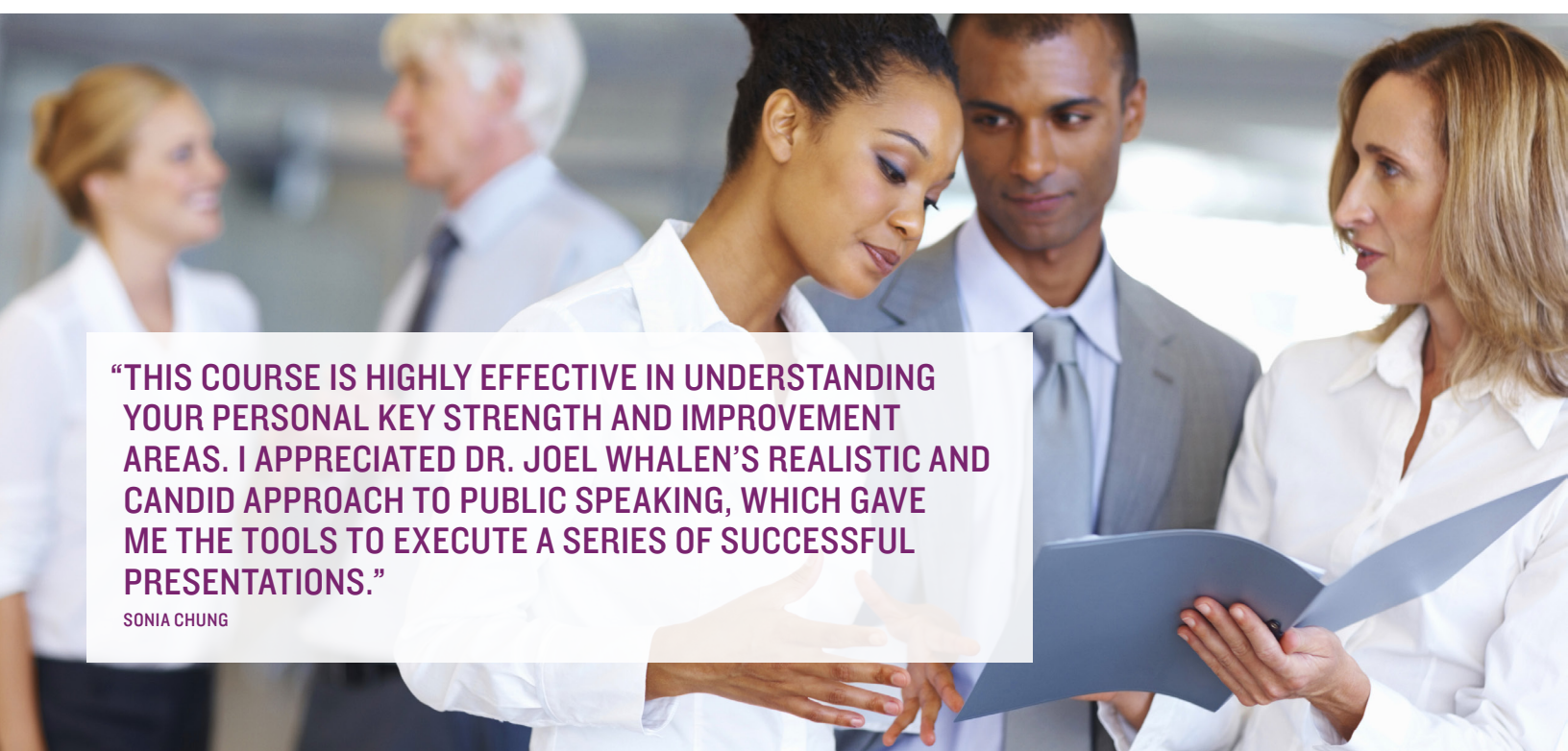
## WHO SHOULD ATTEND

This program is ideal for those who want to improve their ability to communicate, professionally and persuasively.

## HOW YOU WILL BENEFIT

During this program you will:

- Learn workplace-tested techniques for managing speech anxiety, speaking up in difficult situations, working effectively in teams, advancing relationships, packaging your message and enhancing your delivery style
- Participate in fun, practical demonstrations and skill-building exercises
- Understand the power and limitations of oral and written communication



**“THIS COURSE IS HIGHLY EFFECTIVE IN UNDERSTANDING YOUR PERSONAL KEY STRENGTH AND IMPROVEMENT AREAS. I APPRECIATED DR. JOEL WHALEN’S REALISTIC AND CANDID APPROACH TO PUBLIC SPEAKING, WHICH GAVE ME THE TOOLS TO EXECUTE A SERIES OF SUCCESSFUL PRESENTATIONS.”**

SONIA CHUNG



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# PROFESSIONAL BUSINESS WRITING CERTIFICATE PROGRAM

Whether you're writing reports, newsletters or internal documents, the ability to write clearly and concisely is important in every field and at every level. This program will increase your confidence in your writing skills and reduce anxiety about the writing process. Compose business communications more quickly, generate more effective and persuasive writing, and edit your own writing and the writing of others for brevity, clarity and correct structure.

## WHO SHOULD ATTEND

This course benefits anyone who uses written communication regularly as part of his or her job, especially those who write emails, memos, letters to clients, newsletters, or PR and marketing copy.

## HOW YOU WILL BENEFIT

Effective business writing can set you apart from other employees, get you noticed by your superiors and improve your chances of advancement.

You'll gain these skills:

- Knowledge of the correct structure of effective business writing, including how to define the challenge, audience, desired outcome, communication style and format

- The ability to motivate readers by using the proper message structure, by establishing credibility and by clearly and concisely defining benefits to the reader
- A repeatable plan for writing any business document quickly and efficiently

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# ADVERTISING AND PUBLIC RELATIONS ESSENTIALS CERTIFICATE PROGRAM

Whether you are working with an agency or building your own advertising and PR plan, your success depends on knowing what works best for your business. Learn to attract and keep customers, gain more press coverage, and discover what ads and print materials work and why. This certificate program gives you a foundation to create the most effective campaigns for driving sales and satisfying customers.

## WHO SHOULD ATTEND

- Marketing managers
- Marketing communications professionals
- Sales professionals
- Small business proprietors

## HOW WILL YOU BENEFIT

- Learn how to develop and execute PR plans that get maximum press coverage
- Discover the best creative and placement strategies for advertising
- Use proven methods to immediately improve your company's image

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# BRANDING FOR SUCCESS CERTIFICATE PROGRAM

“Branding” is a popular marketing buzzword, but few people really understand what branding is all about. In this certificate program, you’ll learn the fundamentals of branding, get familiar with effective approaches to internal and external branding, and understand why consumer behavior is the key to good branding. These principles and practices are the cornerstones from which brand stewards push their organizations to succeed.

## WHO SHOULD ATTEND

This certificate program is designed for owners of small and mid-sized businesses and aspiring entrepreneurs. It should also appeal to marketing professionals in ad agencies, graphic design firms and other organizations seeking to attract a consumer audience.

## HOW YOU WILL BENEFIT

- Gain both academic and real life perspective from a global expert
- Learn to handle the issues you will face when you build your organization’s brand
- Identify what works and what doesn’t in the world of brand building and maintenance
- Make a mark with your CEO with a compelling vision for the brand

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# NEGOTIATION STRATEGIES AND SKILLS CERTIFICATE PROGRAM

In this program, you will learn the theory and practice of successful negotiations. You’ll acquire and use important negotiating skills, such as distinguishing positions from interests, effective communications, dealing with difficult people and using standards, rather than power, to resolve disputes. You’ll practice these skills in negotiations simulations.

## WHO SHOULD ATTEND

This program is a good fit for attorneys in public or private practice, managers of corporations of all sizes, union representatives, human resource professionals, owners and managers of small businesses, consultants and other professionals.

## HOW YOU WILL BENEFIT

At the end of this program, you will understand how to distinguish between needs and interests in communication (including questioning, listening skills and reading body language), and recognize the use of emotions and empathy in dealing with difficult people.



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# PREDICTIVE ANALYTICS CERTIFICATE PROGRAM

In this six-week program you will learn many of the advanced analytical techniques used in the field of marketing science and predictive analytics. Companies such as Google, Twitter, Netflix, and Groupon are recruiting market scientists to gain a competitive edge in the marketplace. Gain hands-on experience that will prepare you to be a part of Predictive Analytics, one of the fastest growing fields in business today. No prior SPSS experience required.

## WHO SHOULD ATTEND

- Professionals in the following fields:
  - Analytical Database Marketing
  - Analytics Management
  - Business Intelligence
  - Credit Risk Analytics
  - Data Science
  - Marketing Science
  - Operations Research
- Individuals with or without a technical background interested in marketing or data analysis
- Professionals wanting to improve their analytical skills
- A college graduate in the social sciences interested in furthering their data analysis skills

## HOW YOU WILL BENEFIT

You will:

- Become familiar with SPSS
- Develop and grow in your ability to sift through data to create a coherent “story” to communicate an effective marketing strategy and make presentations based on data analyses
- Gain knowledge of advanced multivariate statistical techniques using a practicing manager’s point of view
- Learn to match the right technique with the right opportunity
- Keep your skills up to date
- Try it before you buy it; i.e. before committing to a graduate degree program



## WHAT IS A PREDICTIVE ANALYTICS PROFESSIONAL?

**“INDIVIDUALS WHO CAN APPLY SOPHISTICATED QUANTITATIVE SKILLS TO DATA DESCRIBING TRANSACTIONS, INTERACTIONS OR OTHER BEHAVIORS TO DERIVE INSIGHTS AND PRESCRIBE ACTIONS.”**

LINDA BURTCH



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# MARKETING RESEARCH CERTIFICATE PROGRAM

Gain practical, hands-on experience in developing sample design plans and designing questionnaires appropriate for qualitative and quantitative studies. Learn how to identify the business issue, design the research program, collect data, tabulate and analyze results, and prepare and present findings. You will also learn when to use, how to organize and how to get the most out of focus groups.

## WHO SHOULD ATTEND

Whether you are a practitioner or someone who manages or interacts with market researchers, new to the field or an experienced professional, this program will give you a deeper understanding of the marketing research process.

## HOW YOU WILL BENEFIT

- Learn how to recognize situations that require market research
- Know which research designs best address a specific business issue
- Broaden your understanding of research techniques and good research practices
- Develop practical skills you can use to establish sampling plans, design questionnaires and analyze research studies for optimal results
- Gain the confidence and skills necessary to excel in any research setting

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# WEBSITE DESIGN FOR MARKETERS CERTIFICATE PROGRAM

This six-week course provides freelancers, self-employed professionals and staff of nonprofits and small businesses with the practical skills they need to build websites. Even with little or no prior experience, by the end of the course you'll create a fully functional website that is optimized for search engine traffic and visitor retention, integrates rich media and reinforces your brand.

## WHO SHOULD ATTEND

- Entrepreneurs
- Freelancers
- Nonprofit and small business staff
- Marketing professionals

## HOW YOU WILL BENEFIT

- Understand how to create a professional-looking website in HyperText Markup Language (HTML) and Cascading Style Sheets (CSS)
- Learn essential tips and techniques to save time, improve the look of your site and entice your audience
- Participate in hands-on activities taught with simple step-by-step instructions



## THE KELLSTADT MARKETING CENTER SEMINARS

### MARKETING BOOT CAMP

With changing demographics, technological advances and aggressive competitors in today's business landscape, understanding the fundamentals of marketing is more important than ever. Marketing Boot Camp will provide you with a fundamental understanding of the principles and language of marketing. Develop the skills necessary to conduct an environmental analysis, evaluate strategic alternatives and identify appropriate marketing strategies. This full-day basic marketing seminar is designed for professionals who are new to marketing, interact closely with marketers or want to improve their marketing skills for career advancement.

### MARKETING RETURN ON INVESTMENT (ROI): TECHNIQUES TO PROVE THE EFFECTIVENESS OF DIRECT AND INTERACTIVE MARKETING

Today's marketers are expected to be more accountable: Is a program or campaign effective in the marketplace? That can be difficult to measure, especially across multiple channels. In this seminar, you'll learn how to measure marketing ROI. Learn to make "go" and "no go" decisions based on real-world scenarios while picking up skills you can use on the job.

### SOCIAL MEDIA MARKETING

Twitter, Facebook, YouTube—Are companies using these outlets to communicate with customers? You bet they are and you can too. This seminar shows you how to use social media to enhance your business or career. The future of advertising and marketing is not a one-way message; it's a relationship between you and the consumer. Understand the benefits of using social media to communicate, collaborate and entertain. Case studies and real-time demonstrations are presented to show the low-cost/high-yield benefits of making social media part of your marketing program.



**DePaul University Continuing and Professional Education (CPE)** is a leading provider of professional development and learning for working adults seeking to enhance their skills, advance in their careers and enrich their understanding of a rapidly changing world. CPE also offers education solutions customized to meet the needs of business, government and nonprofit organizations.

**Corporate Training**

For organizations wishing to increase the knowledge and skills of their employees, DePaul's Continuing and Professional Education offers customized learning solutions.

**Visit Our Website**

For online registration, course information and current dates, please visit our website at [cpe.depaul.edu/kmc](http://cpe.depaul.edu/kmc).

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