

DEPARTMENT OF MARKETING

Saint Louis University's Richard A. Chaifetz School of Business (<https://www.slu.edu/business/>) is committed to providing a world-class marketing education. The Department of Marketing emphasizes preparing each SLU student to compete effectively and face the challenges of a global marketplace. Marketing is a core function for organizations and businesses of all sizes. Marketing focuses first and foremost on customers—understanding them, attracting them and maintaining their loyalty. In this way, marketing undertakes the management of demand.

Chaifetz School faculty focus on innovative teaching methods that include personal attention to students and assisting with developing internship opportunities. This emphasis provides practical, real-world training that prepares graduates to excel in today's business world.

The marketing major and minor are also available for students studying at Saint Louis University-Madrid (<https://www.slu.edu/madrid/>).

Programs

- Digital Marketing, Post-Baccalaureate Certificate (<https://catalog.slu.edu/colleges-schools/business/marketing/digital-marketing-post-baccalaureate-certificate/>)
- International Business and Marketing, Ph.D. (<https://catalog.slu.edu/colleges-schools/business/international-business/international-business-marketing-phd/>)
- Marketing, B.S. (<https://catalog.slu.edu/colleges-schools/business/marketing/marketing-bs/>)
- Marketing, Minor (<https://catalog.slu.edu/colleges-schools/business/marketing/marketing-minor/>)
- Product and Brand Management, Post-Baccalaureate Certificate (<https://catalog.slu.edu/colleges-schools/business/marketing/product-brand-mgt-post-baccalaureate-certificate/>)
- STEM Entrepreneurship, M.S. (<https://catalog.slu.edu/colleges-schools/science-engineering/stem-entrepreneurship-ms/>)

Faculty Leadership

Mark J. Arnold, Ph.D.

Chair

Faculty

Mark Arnold, Ph.D.

Brett Boyle, Ph.D.

Brad Carlson, Ph.D.

James Fisher, Ph.D.

Andrew Kaikati, Ph.D.

Katie Kelting, Ph.D.

Jill Politte, MBA