

# DEPARTMENT OF MARKETING

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## Leadership

Mark J. Arnold, Ph.D.  
*Chair*

## Overview

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.

Saint Louis University's Richard A. Chaifetz School of Business (<https://www.slu.edu/business/>) is committed to providing a world-class marketing education, with an emphasis on preparing each student to compete effectively and face the challenges of a global marketplace.

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.

## 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/>)

## 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.  
Scott Thompson, Ph.D.