

# 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 an education of the highest quality, with an emphasis on preparing each student to compete effectively and face the challenges of a global marketplace.

Chaifetz School faculty focus on excellent teaching that includes 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

- International Business and Marketing, Ph.D.
- Marketing, B.S.
- Marketing, Minor

## Faculty

Mark Arnold, Ph.D.  
Brett Boyle, Ph.D.  
Brad Carlson, Ph.D.  
James Fisher, Ph.D.  
Joe Guilliams, M.B.A.  
Andrew Kaikati, Ph.D.  
Katie Kelting, Ph.D.  
Scott Thompson, Ph.D.