

DEPARTMENT OF MARKETING

The Department of Marketing at Saint Louis University's Richard A. Chaifetz School of Business (<https://www.slu.edu/business/>) prepares students to understand, create and deliver value in a dynamic, global marketplace. Marketing is a core organizational function focused on understanding customer needs, developing effective strategies to reach them and building lasting relationships that sustain demand.

The curriculum emphasizes the development of analytical, strategic and communication skills essential for success in modern marketing roles. Students build expertise through coursework in areas such as marketing analytics, quantitative and qualitative market research, digital marketing and professional selling, while also exploring specialized topics including sports marketing, sales management and retail management. This combination of analytical rigor and applied perspective prepares students to address complex marketing challenges across industries.

Experiential learning and student engagement are central to the program. Opportunities such as the Marketing Club provide students with avenues to develop leadership skills, engage with industry professionals and apply classroom learning in practical settings.

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.B.A. (<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 Leadership

Mark J. Arnold, Ph.D.

Chair

Faculty

Mark J. Arnold, Ph.D.

Brett Boyle, Ph.D.

Brad Carlson, Ph.D.

James Fisher, Ph.D.

Andrew Kaikati, Ph.D.

Katie Keltling, Ph.D.

Jill Politte, MBA