KELLSTADT MARKETING CENTER
FALL 2018 PROGRAMS AND SEMINARS

CERTIFICATE PROGRAMS

WAYS TO REGISTER

Online:
cpe.depaul.edu/mkt

Mail in:
DePaul University, CPE
1 East Jackson Boulevard
Chicago, Illinois 60604-2287

Walk in:
14 East Jackson Blvd., Suite 1010

Fax registration form to:
(312) 362-8764

Call:
(312) 362-6300

DePaul University

CONTINUING AND PROFESSIONAL EDUCATION
REGISTRATION FORM

KELLSTADT MARKETING CENTER
FALL 2018 PROGRAMS AND SEMINARS

Name Date of Birth

Home Address City State Zip

Home Phone Home Email

Employer Title

Business Address City State Zip

Business Phone Business Email Fax

Preferred mailing address: ☐ Home ☐ Business
Preferred email address: ☐ Home ☐ Business
How did you hear about us: ☐ Email ☐ Advertisement
☐ Internet Search ☐ Mailing
☐ Event ☐ Word of Mouth
☐ Social Media ☐ Professional Organization/Association
☐ Other

CERTIFICATE PROGRAMS

<table>
<thead>
<tr>
<th>Dates</th>
<th>Days</th>
<th>Campus</th>
<th>Times</th>
<th>Duration</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/10-10/21</td>
<td>–</td>
<td>Online</td>
<td>24-hours</td>
<td>6 weeks</td>
<td>$1,495</td>
</tr>
<tr>
<td>09/11-10/30</td>
<td>Tuesdays</td>
<td>Loop</td>
<td>6:00pm-9:00pm</td>
<td>8 weeks</td>
<td>$1,695</td>
</tr>
<tr>
<td>09/17-10/28</td>
<td>–</td>
<td>Online</td>
<td>24-hours</td>
<td>6 weeks</td>
<td>$1,495</td>
</tr>
<tr>
<td>09/20-10/11</td>
<td>Thursdays</td>
<td>Loop</td>
<td>6:00pm-9:00pm</td>
<td>4 weeks</td>
<td>$845</td>
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<tr>
<td>09/24-10/24</td>
<td>Mondays</td>
<td>Loop</td>
<td>6:00pm-9:00pm</td>
<td>5 weeks</td>
<td>$995</td>
</tr>
<tr>
<td>09/24-10/28</td>
<td>–</td>
<td>Online</td>
<td>24-hours</td>
<td>5 weeks</td>
<td>$1,295</td>
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<tr>
<td>09/26-10/24</td>
<td>Wednesdays</td>
<td>Loop</td>
<td>6:00pm-9:00pm</td>
<td>5 weeks</td>
<td>$795</td>
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<tr>
<td>09/27-11/01</td>
<td>Thursdays</td>
<td>Loop</td>
<td>6:00pm-9:00pm</td>
<td>6 weeks</td>
<td>$1,295</td>
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<tr>
<td>10/02-10/23</td>
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<td>Loop</td>
<td>6:00pm-9:00pm</td>
<td>4 weeks</td>
<td>$765</td>
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</tbody>
</table>

All registrations are due seven calendar days before the course start date. Any registration submitted after that deadline will be charged a mandatory $75 late registration fee.

DePaul’s complete registration and student policies can be found on our website at cpe.depaul.edu. We reserve the right to substitute instructors, change the day and location that programs meet, and cancel programs due to insufficient enrollment or unforeseen events.
CERTIFICATE PROGRAMS (Continued)

<table>
<thead>
<tr>
<th>Program</th>
<th>Dates</th>
<th>Days</th>
<th>Campus</th>
<th>Times</th>
<th>Duration</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Predictive Analytics Certificate Program</td>
<td>10/09/18-11/27/18</td>
<td>Tuesdays</td>
<td>Loop</td>
<td>6:00pm–9:00pm</td>
<td>8 weeks</td>
<td>$1,695</td>
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<tr>
<td>Advertising and Public Relations Essentials Certificate Program</td>
<td>10/18/18-11/15/18</td>
<td>Thursdays</td>
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<td>$795</td>
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<tr>
<td>Building an Effective Marketing Plan Certificate Program</td>
<td>10/24/18 - 12/05/18*</td>
<td>Wednesdays</td>
<td>Loop</td>
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<td>6 weeks</td>
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</tr>
<tr>
<td>Content Marketing Strategy Certificate Program</td>
<td>10/29/18-12/03/18</td>
<td>Mondays</td>
<td>Loop</td>
<td>6:00pm–9:00pm</td>
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<td>$995</td>
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<tr>
<td>Social Media Marketing Certificate Program</td>
<td>10/29/18-12/03/18</td>
<td>Mondays</td>
<td>Loop</td>
<td>6:00pm–9:00pm</td>
<td>6 weeks</td>
<td>$1,295</td>
</tr>
<tr>
<td>Search Engine Marketing Certificate Program</td>
<td>10/30/18-12/04/18</td>
<td>Tuesdays</td>
<td>Loop</td>
<td>6:00pm–9:00pm</td>
<td>6 weeks</td>
<td>$1,095</td>
</tr>
<tr>
<td>Marketing Research Certificate Program</td>
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<td>Wednesdays</td>
<td>Loop</td>
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<td>$795</td>
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<tr>
<td>Branding Essentials Certificate Program</td>
<td>11/06/18-12/04/18</td>
<td>Tuesdays</td>
<td>Loop</td>
<td>6:00pm–9:00pm</td>
<td>5 weeks</td>
<td>$795</td>
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SEMINARS

<table>
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<tr>
<th>Seminar</th>
<th>Dates</th>
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<th>Campus</th>
<th>Times</th>
<th>Duration</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Social Media Marketing Seminar</td>
<td>9/14/2018</td>
<td>Friday</td>
<td>Loop</td>
<td>9:00am–4:00pm</td>
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<td></td>
<td>11/9/2018</td>
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<td>Content Marketing Seminar</td>
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<td>Business Grammar Essentials Seminar</td>
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<td>Marketing Return on Investment (ROI) Seminar</td>
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<td>Account Based Marketing Seminar: Targeted Account Selling</td>
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<td>Friday</td>
<td>Loop</td>
<td>9:00am–4:00pm</td>
<td>1 day</td>
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*Holiday. No class on November 21.

PAYMENT OPTIONS

- Check (payable to DePaul University CPE)
- Visa
- MasterCard
- Discover
- American Express

Account Number
Expiration Date
Security Code

Name as it appears on the card

Credit Card Billing Address
City
State
Zip
Phone number associated with card

Signature

Payment may be made by check, VISA, Master Card, Discover, American Express or money order. Cash will not be accepted. Payment must be received at the time of registration. Checks should be made payable to DePaul University CPE and reference the student’s name. University policy requires a $25 Non-Sufficient Funds (NSF) fee to be charged for all returned checks.

FOR MORE INFORMATION:
For questions regarding the Kellstadt Marketing Center Certificate Programs and Seminars, contact: Jurate Murray, MBA
Program Manager
(312) 362-5913
jmurray9@depaul.edu

For information about these and other DePaul CPE courses, visit our website at cpe.depaul.edu.

CAMPUS LOCATION
Loop Campus
1 East Jackson Blvd.
Chicago, IL 60604
(312) 362-6300