

# CONTINUING AND PROFESSIONAL EDUCATION REGISTRATION FORM

## KELLSTADT MARKETING CENTER FALL 2020 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:	<input type="checkbox"/> Home	<input type="checkbox"/> Business	
Preferred email address:	<input type="checkbox"/> Home	<input type="checkbox"/> Business	
How did you hear about us:	<input type="checkbox"/> Email	<input type="checkbox"/> Advertisement	<input type="checkbox"/> Mailing
	<input type="checkbox"/> Internet Search	<input type="checkbox"/> Word of Mouth	<input type="checkbox"/> Employer
	<input type="checkbox"/> Event	<input type="checkbox"/> Professional Organization/Association	
	<input type="checkbox"/> Social Media	<input type="checkbox"/> Other _____	

### WAYS TO REGISTER

#### Online:

[cpe.depaul.edu/mkt](http://cpe.depaul.edu/mkt)

#### Mail in:

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

#### Call:

(312) 362-6300

For information about these and other DePaul CPE courses, visit our website at [cpe.depaul.edu](http://cpe.depaul.edu).

### CERTIFICATE PROGRAMS

Dates	Days	Campus	Times	Duration	Cost
<b>Jacobs &amp; Stone Multichannel Marketing Communications (MC2) Certificate Program</b>					
<input type="checkbox"/> 09/16/20-11/04/20	Wednesdays	Online	6-9 p.m.	8 weeks	\$1,695
<b>Professional Business Writing Certificate Program</b>					
<input type="checkbox"/> 09/22/20-10/20/20	Tuesdays	Online	6-9 p.m.	5 weeks	\$795
<b>Digital Marketing Fundamentals Certificate Program</b>					
<input type="checkbox"/> 09/24/20-10/29/20	Cancelled				
<input type="checkbox"/> 10/26/20-12/06/20	-	Online	24-hours	6 weeks	\$1,495
<b>Social Media Marketing Certificate Program</b>					
<input type="checkbox"/> 09/28/20-11/08/20	-	Online	24-hours	6 weeks	\$1,495
<input type="checkbox"/> 11/10/20-12/15/20	Tuesdays	Online	6-9 p.m.	6 weeks	\$1,295
<b>Search Engine Marketing Certificate Program</b>					
<input type="checkbox"/> 09/29/20-11/03/20	Tuesdays	Online	6-9 p.m.	6 weeks	\$1,095
<b>Negotiation Strategies and Skills Certificate Program</b>					
<input type="checkbox"/> 10/01/20-10/22/20	Thursdays	Online	6-9 p.m.	4 weeks	\$765
<b>Predictive Analytics Certificate Program</b>					
<input type="checkbox"/> 10/01/20-11/19/20	Cancelled				
<input type="checkbox"/> 10/19/20-12/13/20	-	Online	24-hours.	8 weeks	\$1,895
<b>Content Marketing Strategy Certificate Program</b>					
<input type="checkbox"/> 10/05/20-11/15/20	-	Online	24-hours.	6 weeks	\$1,295
<input type="checkbox"/> 10/26/20-11/30/20	Mondays	Online	6-9 p.m.	6 weeks	\$995

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.

You will receive confirmation of your registration by email. If you need confirmation or a receipt mailed to you, contact our office at (312) 362-6300 or [cperegistration@depaul.edu](mailto:cperegistration@depaul.edu). Written notification of cancellation is required seven calendar days before the course start date to receive a full refund (minus a \$75 cancellation fee).

DePaul's complete registration and student policies can be found on our website at [cpe.depaul.edu](http://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)

Dates	Days	Campus	Times	Duration	Cost
<b>Online Customer Relationship Management (CRM) Certificate Program</b>					
<input type="checkbox"/> 10/05/20-11/08/20	-	Online	24-hours	5 weeks	\$1,295
<b>Marketing Research Certificate Program</b>					
<input type="checkbox"/> 10/21/20-11/18/20	Wednesdays	Online	6-9 p.m.	5 weeks	\$795
<b>Building an Effective Marketing Plan Certificate Program</b>					
<input type="checkbox"/> 10/26/20-11/30/20	Mondays	Online	6-9 p.m.	6 weeks	\$1,095
<b>Public Relations Essentials in a Digital World Certificate Program</b>					
<input type="checkbox"/> 10/27/20-11/24/20	Tuesdays	Online	6-9 p.m.	5 weeks	\$795
<input type="checkbox"/> 11/02/20-12/06/20	-	Online	24-hours	5 weeks	\$895
<b>Effective Presentation and Communication Skills Certificate Program</b>					
<input type="checkbox"/> 10/29/20-11/19/20	Thursdays	Online	6-9 p.m.	4 weeks	\$845

**INDIVIDUAL COURSES**

<b>Online Google Analytics Prep Course: Prepare for Google Analytics Certification</b>					
<input type="checkbox"/> 10/12/20-11/22/20	-	Online	24-hours	6 weeks	\$895

**SEMINARS**

<b>Social Media Marketing Seminar</b>					
<input type="checkbox"/> 10/09/20	Friday	Online	9 a.m.-4 p.m.	1 day	\$425
<b>Business Writing and Grammar Essentials Seminar</b>					
<input type="checkbox"/> 10/23/20	Friday	Online	9 a.m.-4 p.m.	1 day	\$399
<b>Marketing Return on Investment (ROI) Seminar: Techniques to Prove the Effectiveness of Direct and Interactive Marketing</b>					
<input type="checkbox"/> 11/06/20	Friday	Online	9 a.m.-4 p.m.	1 day	\$399
<b>Search Engine Optimization (SEO) Seminar</b>					
<input type="checkbox"/> 11/11/20-11/18/20	Wednesdays	Online	6-9 p.m.	2 weeks	\$425
<b>Consumer Behavior Seminar: Understanding Consumer Trends</b>					
<input type="checkbox"/> 11/13/20	Friday	Online	9 a.m.-4 p.m.	1 day	\$399

**PAYMENT OPTIONS** (Payment must be received at the time of registration.)

Check (payable to DePaul University SCPS)     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 SCPS 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