

# MARKETING

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## Mission Statement

The mission of the Marketing Department—consistent with the missions of the University and the Business School—is to prepare our students for a life of purpose upon graduation. Through the active mentoring of our faculty and alumni, students will develop the necessary critical and analytical marketing skills to enter the marketing profession with the highest ethical sensibilities.

## Department Goals

- Our graduates will be able to understand the central role and contribution of marketing in creating value in both for-profit and non-profit enterprises.
- Our graduates will be able to understand the key elements of buyer behavior and the selling process in formulating a professional sales presentation.
- Our graduates will be able to design and implement marketing research studies utilizing both qualitative approaches, including the use of statistical packages such as SPSS for data analysis and interpretation.
- Our graduates will be able to develop and implement marketing strategies using key concepts, such as segmentation, targeting, positioning, branding and buyer behavior.

## Majors

- Marketing, BSBA (<https://catalog.lasalle.edu/undergraduate/business/marketing/marketing-bsba/>)

## Minors

- Digital Marketing, Minor (<https://catalog.lasalle.edu/undergraduate/business/marketing/digital-marketing-minor/>)
- Marketing, Minor (<https://catalog.lasalle.edu/undergraduate/business/marketing/marketing-bsba/marketing-minor/>)

## Location/Contact Information

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## Full-Time Faculty

**Professor:** Jiang

**Associate Professor:** Chia; Pierce

**Assistant Professor:** DiPietro; Dynan

**Instructor:** Blohm

**Emeritus:** Talaga