

# CONTINUING AND PROFESSIONAL EDUCATION REGISTRATION FORM

DePaul University

KELLSTADT MARKETING CENTER  
WINTER/SPRING 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:	<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

### 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

## CERTIFICATE PROGRAMS

Dates	Days	Campus	Times	Duration	Cost
<b>Predictive Analytics Certificate Program</b>					
<input type="checkbox"/> 1/25/2018 - 3/15/2018	Thursdays	Loop	6:00-9:00pm	8 weeks	\$1,695
<input type="checkbox"/> 5/10/2018 - 6/28/2018	Thursdays	Loop	6:00-9:00pm	8 weeks	\$1,695
<b>Online Customer Relationship Management (CRM) Certificate Program</b>					
<input type="checkbox"/> 1/29/2018 - 3/4/2018	-	Online	24-hours	5 weeks	\$1,295
<input type="checkbox"/> 5/7/2018 - 6/10/2018	-	Online	24-hours	5 weeks	\$1,295
<b>Online Practical Internet Marketing Certificate Program</b>					
<input type="checkbox"/> 2/5/2018 - 3/18/2018	-	Online	24-hours	6 weeks	\$1,495
<b>Practical Internet Marketing Certificate Program</b>					
<input type="checkbox"/> 2/5/2018 - 3/12/2018	Mondays	Loop	6:00-9:00pm	6 weeks	\$1,195
<input type="checkbox"/> 5/14/2018 - 6/25/2018*	Mondays	Loop	6:00-9:00pm	6 weeks	\$1,195
<b>Social Media Marketing Certificate Program</b>					
<input type="checkbox"/> 2/5/2018 - 3/12/2018	Mondays	Loop	6:00-9:00pm	6 weeks	\$1,195
<input type="checkbox"/> 4/16/2018 - 5/21/2018	Mondays	Loop	6:00-9:00pm	6 weeks	\$1,195
<b>Professional Business Writing Certificate Program</b>					
<input type="checkbox"/> 2/6/2018 - 3/6/2018	Tuesdays	Loop	6:00-9:00pm	5 weeks	\$795
<input type="checkbox"/> 5/30/2018 - 6/27/2018	Wednesdays	Loop	6:00-9:00pm	5 weeks	\$795
<b>Digital Marketing Strategy Certificate Program</b>					
<input type="checkbox"/> 2/8/2018 - 3/15/2018	Thursdays	Loop	6:00-9:00pm	6 weeks	\$1,295
<input type="checkbox"/> 5/24/2018 - 6/28/2018	Thursdays	Loop	6:00-9:00pm	6 weeks	\$1,295
<b>Marketing Research Certificate Program</b>					
<input type="checkbox"/> 2/21/2018 - 3/21/2018	Wednesdays	Loop	6:00-9:00pm	5 weeks	\$795
<input type="checkbox"/> 5/22/2018 - 6/19/2018	Tuesdays	Loop	6:00-9:00pm	5 weeks	\$795

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 cpe.registration@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. 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.

CPE.DEPAUL.EDU/MKT

**CERTIFICATE PROGRAMS** (Continued)

Dates	Days	Campus	Times	Duration	Cost
<b>Effective Presentation and Communication Skills Certificate Program</b>					
<input type="checkbox"/> 2/22/2018 - 3/15/2018	Thursdays	Loop	6:00-9:00pm	4 weeks	\$845
<input type="checkbox"/> 5/23/2018 - 6/13/2018	Wednesdays	Loop	6:00-9:00pm	4 weeks	\$845
<b>Jacobs &amp; Stone Multichannel Marketing Communications (MC2) Certificate Program: Creating Direct, Interactive and Measurable Media Strategies</b>					
<input type="checkbox"/> 3/27/2018 - 5/29/2018	Tuesdays	Loop	6:00-9:00pm	10 weeks	\$1,895
<b>Mobile Marketing Certificate Program</b>					
<input type="checkbox"/> 3/28/2018 - 5/30/2018	Wednesdays	Loop	6:00-9:00pm	10 weeks	\$1,695
<b>Search Engine Marketing Certificate Program</b>					
<input type="checkbox"/> 3/29/2018 - 5/3/2018	Thursdays	Loop	6:00-9:00pm	6 weeks	\$1,095
<b>Online Social Media Marketing Certificate Program</b>					
<input type="checkbox"/> 4/2/2018 - 5/13/2018	-	Online	24-hours	6 weeks	\$1,495
<b>Customer Relationship Management (CRM) Certificate Program</b>					
<input type="checkbox"/> 4/9/2018 - 5/7/2018	Mondays	Loop	6:00-9:00pm	5 weeks	\$995
<b>Building an Effective Marketing Plan Certificate Program</b>					
<input type="checkbox"/> 4/12/2018 - 5/17/2018	Thursdays	Loop	6:00-9:00pm	6 weeks	\$1,095
<b>Advertising and Public Relations Essentials Certificate Program</b>					
<input type="checkbox"/> 4/17/2018 - 5/15/2018	Tuesdays	Loop	6:00-9:00pm	5 weeks	\$795
<b>Negotiation Strategies and Skills Certificate Program</b>					
<input type="checkbox"/> 4/25/2018 - 5/16/2018	Wednesdays	Loop	6:00-9:00pm	4 weeks	\$765
<b>Branding Essentials Certificate Program</b>					
<input type="checkbox"/> 5/17/2018 - 6/14/2018	Thursdays	Loop	6:00-9:00pm	5 weeks	\$795

\* Holiday. No class on 5/28.

**SEMINARS**

<b>Social Media Marketing Seminar</b>					
<input type="checkbox"/> 2/23/2018	Friday	Loop	9:00am-4:00pm	1 day	\$425
<input type="checkbox"/> 4/27/2018	Friday	Loop	9:00am-4:00pm	1 day	\$425
<input type="checkbox"/> 6/1/2018	Friday	Loop	9:00am-4:00pm	1 day	\$425
<b>Business Grammar Essentials Seminar</b>					
<input type="checkbox"/> 4/13/2018	Friday	Loop	9:00am-4:00pm	1 day	\$399
<b>Marketing Return on Investment (ROI) Seminar: Techniques to Prove the Effectiveness of Direct and Interactive Marketing</b>					
<input type="checkbox"/> 5/4/2018	Friday	Loop	9:00am-4:00pm	1 day	\$399
<b>Marketing Boot Camp Seminar</b>					
<input type="checkbox"/> 5/11/2018	Friday	Loop	9:00am-4:00pm	1 day	\$399
<b>Consumer Behavior Seminar: Understanding Consumer Trends</b>					
<input type="checkbox"/> 5/18/2018	Friday	Loop	9:00am-4:00pm	1 day	\$399

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

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 or jmurray9@depaul.edu

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

**CAMPUS LOCATION**

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



**DEPAUL UNIVERSITY**

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