DePaul launches new Hispanic marketing major

Hispanics, the fastest growing ethnic population in America, are expected to number 42 million and boast a collective purchasing power of $928 billion by the end of 2007, according to the Association of Hispanic Advertising Agencies.

This explosive growth has left the business world scrambling to find marketing professionals with the expertise to reach this complex market.

To help meet this demand, DePaul University’s College of Commerce has launched an undergraduate major called Multicultural Marketing-Hispanic Marketplace. DePaul is one of only four universities nationwide offering programs in this emerging field.

“This relevant program will prepare students to do business in a diverse, global marketplace in which Hispanics have significant influence,” said Associate Professor of Marketing J. Steven Kelly, who directs the new major. “It provides a practical, disciplined approach to identifying, segmenting, targeting and reaching these consumers.”

Hispanic marketing firms and other businesses that cater to Hispanic consumers have been extremely supportive of the program, according to Sue Fogel, chair of DePaul’s marketing department. “These organizations are willing to talk about their experiences in classes and offer internships,” she said. “They are very interested in hiring future graduates of the program.”

Graduates will be prepared for positions in marketing, advertising, sales, communications, management, entrepreneurship, and arts and entertainment.

The new program draws strength from DePaul’s diversity, which was recognized in 2006 with a No. 1 ranking in the diverse student campus category in the Princeton Review’s annual college rankings, Kelly said. He also noted that 13 percent of DePaul’s undergraduates are Hispanic, and the university’s business school is among the top 50 institutions in the nation to award diplomas to Hispanic students majoring in marketing and management, according to Diverse Issues in Higher Education magazine.

marketing.depaul.edu
DePaul’s Institute for Business and Professional Ethics (IBPE) is partnering with the business community to explore how corporations can better fulfill these responsibilities.

Charles Brock, chief ethics and compliance officer at Abbott, sits on IBPE’s board. “One of the most challenging issues facing society is improving affordable access to health care,” said Brock. “Abbott helps address high priority issues such as affordability of medicines, uninsured Americans and health care disparities by partnering with institutions like DePaul.”

Supported by a grant from Abbott, IBPE launched a three-year program to promote business initiatives that reduce poverty and health care inequities in Chicago and developing nations. The program includes a lecture series exploring how the for-profit sector can address poverty, initiatives examining how business can help expand health care for the poor, and the development of new models for addressing urban poverty and access to health care locally and globally.

The lecture series began March 5 with a talk by William Easterly, author of the best-selling book “White Man’s Burden: How the West’s Efforts to Aid the Rest Have Done So Much Ill and So Little Good.” The series continues in October with Stuart Hart, author of the newly published book “Capitalism at the Crossroads: The Unlimited Business Opportunities in Solving the World’s Most Difficult Problems.”

Corporate social responsibility requires organizations to consider not only their financial bottom line but also their social, environmental and cultural responsibilities.

Other corporations that support IBPE programs include HSBC-North America and Integrated Project Management Company Inc.

commerce.depaul.edu/ethics

DePaul University’s health law, intellectual property and part-time MBA programs are among the best in the nation, according to U.S. News & World Report’s annual guidebook America’s Best Graduate Schools 2008.

The College of Law was ranked 91st in the nation, which places it among the top 100 for the second consecutive year. The health law program placed ninth and the intellectual property program placed 13th in their respective categories.

The survey also recognized the law school’s student population as being among the most diverse.

DePaul University’s part-time Master of Business Administration (MBA) program was ranked ninth in the nation. DePaul’s career-focused MBA program for working professionals has earned a top-10 rating a dozen times in the magazine’s annual rankings.

U.S. News ranks DePaul law, MBA programs among best
DePaul survey says:
More investment needed in training

Firms are not adequately investing in sales force recruiting, hiring and training, according to a national survey of sales management practices conducted by DePaul University’s Sales Leadership Program.

Although the majority of firms surveyed said their businesses depend heavily on sales or marketing, the research found that most firms spend little time interviewing sales candidates and firms could not quantify the cost of hiring them. Less than half of the 302 businesses surveyed provide formal training for salespeople.

According to David Hoffmeister, director of DePaul’s Sales Leadership Program, “Given the fact that many veteran sales professionals are Baby Boomers who will be retiring soon, firms that want to stay competitive should start making greater investments in hiring, recruiting and training their sales forces.”

DePaul’s Sales Leadership Program is the largest sales management education program in the nation. The program helps students develop the skills necessary to succeed in today’s competitive environment through a strong academic foundation and real-life exposure to major companies.

The program is supported by leading firms, including 3M, AC Nielsen, Kellogg’s, Target Corp., CareerBuilder.com, State Farm Insurance, International Truck and Engine Corp., and JPMorgan Chase & Co.

* The sales management survey tabulated responses from 302 companies, including retail, manufacturing, finance, insurance, professional services, wholesalers and real estate firms.

Commerical real estate markets look bright

James D. Shilling, the new Michael J. Horne Chair in Real Estate Studies, forecasts a robust year for commercial real estate in 2007. He made his remarks during his inaugural address at DePaul University on Jan. 25.

Q Will commercial real estate markets continue to have strong returns?

Shilling: I believe so. First, we are now in the fourth year of an abundant supply of capital investment in real estate markets. Second, occupancy levels and rental rates are improving, and the economy is stable. Third, the market perceives the potential for high earnings and falling interest rates, which together encourages investment. And, in spite of everything, real property yields are still quite high compared to yields from 10-year Treasury Inflation Protected Securities. There is little risk of a negative consequence.

Q Will high levels of capital continue to be invested in real estate?

Shilling: Future capital flows tend to be predicted by high past returns, which suggests that investment in real estate should remain relatively high in 2007. However, where this capital goes will probably change, as office space is now more attractive than retail malls, for example.

Q What key indicators should be tracked as the year continues?

Shilling: The health of the housing market and its continuing stability is important. I’m also watching the employment and consumer outlook. A healthy job market could lead to greater consumer confidence and higher real estate investment.

* The sales management survey tabulated responses from 302 companies, including retail, manufacturing, finance, insurance, professional services, wholesalers and real estate firms.
A partnership between DePaul University’s School of Education and Chicago elementary schools is changing the way math is taught in the city’s schools.

Akihiko Takahashi, an assistant professor of elementary math at DePaul, was a catalyst in establishing the Chicago Lesson Study Group in 2002 to help transform math instruction from a teacher-directed to a student-centered process. Although there are about 12 core members, more than 50 math teachers from area public and private schools have participated in the group’s activities.

The group takes its name from lesson study, a professional development program that has enjoyed more than a century of success in Japanese schools. Lesson study involves teachers planning lessons together through observing, asking questions and analyzing a class in session.

“Even if you have a good idea, it is difficult to implement it alone,” said Takahashi. “In the collaborative and student-centered lesson study approach, you develop an eye to observe students, so you can plan and teach to meet their learning needs.”

The lesson study initiative has benefited from nearly $100,000 in contributions from the McDougal Family Foundation.

Clara Jennings, dean of DePaul’s School of Education, is optimistic that Takahashi’s work will continue to grow and involve a larger group of teachers in the Chicago metropolitan area. “Our hope is that with the support we’re receiving from McDougal and other foundations, DePaul University can become a national resource center for lesson study in this country,” she said.

“Our hope is that DePaul University can become a national resource center for lesson study.”

CLARA JENNINGS
DePaul School of Education

LESSON STUDY EXPANDS IN CHICAGO

Six math teachers from St. Josaphat School created the Chicago Lesson Study Group in 2002. Five years later:

- More than 12 math teachers from nine public and private schools are core members of the group.
- The group hosts a conference annually to share ideas with hundreds of other lesson study practitioners.
- DePaul University organizes first lesson study institute in summer of 2007.
- Math teachers at Oscar Mayer, an elementary school in Lincoln Park, have formed their own intra-school lesson study group.
- An offshoot group led by Steven Rogg, an associate professor of science education at DePaul, is applying lesson study to teaching science.
- John Carter, director of math at Adlai Stevenson High School near Chicago, requires all math teachers in the school to have some lesson study experience.
Human resources program first to meet academic guidelines

DePaul’s master of science in human resources degree program is the first in the nation to fully align with new academic guidelines established by the Society for Human Resource Management (SHRM) and supported by the Association to Advance Collegiate Schools of Business (AACSB).

“This stamp of approval from the preeminent human resources society shows that we offer a curriculum that is practical and relevant,” said Daniel Koys, associate dean of the Kellstadt Graduate School of Business and founder of DePaul’s human resources management program.

The program provides students with a robust foundation in human resources management together with a comprehensive understanding of the practical applications of the discipline.

kellstadt.depaul.edu/mshr

Former Bank of America exec to direct new financial services center

The College of Commerce has named William A. Obenshain (pictured) executive director of its new Center for Financial Services. Obenshain, former managing partner of Bank of America’s European private equity business, joined DePaul in March to oversee the center’s education, research and outreach programs, including new MBA concentrations in banking and investment management.

The Center for Financial Services bridges the theoretical and practical dimensions of the finance field. Its four-pronged mission is to support innovative undergraduate, graduate and post-graduate curricula in financial services; sponsor industry forums on financial service policymaking; develop financial literacy programs that benefit the community; and provide industry-relevant research about national and international banking and financial service issues.

finance.depaul.edu/cfs

College of Communication to open in July

DePaul’s new College of Communication will open in July under the leadership of Dean Jacqueline Taylor, Ph.D. (pictured). Previously associate vice president for Academic Affairs and professor of communication, Taylor has taught at DePaul since 1980.

The College of Communication will tap DePaul’s existing strength in digital media and collaborate with many of the university’s other colleges and schools.

Within two years, the new college will develop five bachelor’s degrees: communication, communication studies, public communication (advertising and public relations), media studies, and journalism. The college also plans to introduce master’s degrees in global communication and media; media, culture and society; and journalism. All include a five-year bachelor’s/master’s program. Graduate programs will be primarily based in the Loop.

The college will begin with more than 1,000 undergraduates, 115 graduate students and 30 full-time faculty.

communication.depaul.edu

DePaul lauded for community engagement

The Carnegie Foundation for the Advancement of Teaching, the nation’s top higher education research and advocacy organization, has awarded DePaul University the foundation’s highest rating for community engagement. DePaul is one of only 62 universities in the nation and the only one in Illinois to earn the rating—the new “Curricular Engagement and Outreach & Partnerships” classification—for its efforts to deepen students’ civic learning and address community needs.

Community engagement is at the core of the DePaul experience. U.S. News & World Report has ranked the university’s formal community-based service-learning program among the nation’s top 25 for four years running.
MBA students learn from Chicago’s top executives

The new “Streets of Chicago” management courses at DePaul University’s Kellstadt Graduate School of Business are a big hit with the city’s top executives.

Aimed at taking the classroom to the real world, the courses involve student visits to Chicago-area corporations for a firsthand experience of how they are run. In the inaugural class, students learned about operational management from senior managers at 13 businesses and nonprofit organizations.

Chicago Library Commissioner Mary Dempsey, Exelon CEO John Rowe, Health Care Service Corp. CEO Ray McCaskey, Lettuce Entertain You founder Richard Melman and Playboy CEO Christy Hefner are among more than a dozen chief executives participating in “Streets of Chicago.”

“Executives love it,” said Department of Management Chair Scott Young, who initiated the courses. “Everyone who was asked agreed to participate.”

The courses help strengthen DePaul’s relationship with businesses, Young explained. This spring he is co-teaching an ethics and leadership class that offers rare access to CEOs, who will discuss ethical challenges they have faced.

“This is a course that truly exemplifies what’s unique about DePaul’s MBA program,” said Professor Laura Hartman, Young’s co-teacher. “It takes our students directly face to face with the leaders of global corporations.”

kellstadt.depaul.edu