ADVANCING MARKETING THEORY AND PRACTICE

Marketing at Chicago Booth

ChicagoBooth.edu/Kilts2019
OUR MISSION

At the James M. Kilts Center for Marketing, we believe that marketing is a skill set that is critical to effective business leadership in all industries—from technology to consulting, and consumer goods to finance. Our mission is to elevate the status of marketing at the University of Chicago Booth School of Business among students, alumni, faculty, and the global business community.

We do this through our commitment to:

A MULTIDISCIPLINARY APPROACH TO MARKETING

We equip today’s marketing leaders in developing a deep, well-rounded marketing mindset in order to lead effectively in our rapidly changing world. That’s why, at Chicago Booth, we educate the next generation of marketing leaders in the core disciplines of economics, psychology, and statistics.

SUPPORTING CUTTING-EDGE RESEARCH

Booth attracts the best marketing faculty and PhD students because they know they will be fully supported in conducting their research—wherever it leads. The Kilts Center for Marketing supports these faculty and PhD students in generating insights that are transforming the science and practice of marketing.

BUSINESS EDUCATION THAT’S ROOTED IN MARKETING ANALYTICS

Students learn how to glean insights from both qualitative and quantitative data in order to understand consumer behavior and the effects of marketing tools and to devise optimal marketing decisions and strategies.

BUILDING A SUPPORTIVE COMMUNITY

The Kilts Center serves as an invaluable nexus that brings together leading marketing faculty, alumni pathbreakers in all industries, corporate partners, and a brilliant new generation of student marketing leaders in order to build lasting connections.
3rd Most popular career choice for students graduating from Booth’s Full-Time MBA Program

170+ Students to date who’ve received Kilts Center scholarships and fellowships

29 Company-sponsored projects in our experiential learning marketing lab courses during 2017–18

8,000+ Booth Marketing and General Management alumni network

3rd Most popular career choice for students graduating from Booth’s Full-Time MBA Program
2,100+ Students who have taken a marketing lab course at Booth

1,000+ Scholars who have used Kilts Center datasets to generate groundbreaking marketing insights

24 Published articles by marketing faculty in leading economics, psychology, and marketing journals in 2018

750+ Students from Booth’s MBA programs who attended a Kilts Center–sponsored event last year

3rd Most popular career choice for students graduating from Booth’s Full-Time MBA Program

170 Students to date who’ve received Kilts Center scholarships and fellowships
“The Chicago Approach to marketing teaches students how to combine theory, evidence, and analytic tools to formulate and solve marketing problems.”

JEAN-PIERRE DUBÉ
Sigmund E. Edelstone Professor of Marketing and Faculty Director of the Kilts Center
THE POWER OF MULTIDISCIPLINARY MARKETING

The Chicago Approach™ to marketing grounds students in the core disciplines of economics, psychology, and statistics. This foundational knowledge equips students with essential scientific tools and analytical frameworks that prepare them to formulate effective strategies, make optimized decisions, and effectively lead in today's rapidly evolving, data-driven business climate.

There are three foundational elements to The Chicago Approach:

**Theory**
Learning the core disciplines helps students define the problem they are trying to solve. The Chicago Approach guides students in identifying the right problem and then asking the right questions.

**Evidence**
Booth faculty teach students how to use analytical tools to gather evidence to test a theory. Students at Booth become true empiricists and learn how to conduct experiments, model existing data to look for patterns, and provide persuasive evidence to support—or challenge—a theory.

**Evaluation**
The ultimate success of a business decision depends on weighing that decision against alternative outcomes.

ABOUT THE JAMES M. KILTS CENTER FOR MARKETING

Founded in 1999, the James M. Kilts Center for Marketing advances marketing at Chicago Booth by facilitating faculty research, supporting innovations in the marketing curriculum, funding scholarships for MBA and PhD students, and creating engaging programs aimed at enhancing the careers of students and alumni.