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## **LINDA DUKE TO TEACH AT GOLDEN GATE UNIVERSITY** ***Duke Chosen Adjunct Professor For School of Business***

**San Rafael, Calif. – March 1, 2002** – Linda Duke, CEO and principal of Duke Marketing™, an Integrated Marketing Communications firm, announced today she was selected as an adjunct professor for Golden Gate University San Francisco, Ageno School of Business, and will be teaching Advertising Strategy beginning May 9<sup>th</sup>, 2002.

“When I needed a person to teach this masters level course, I knew right away that Linda would foot the bill,” said Sharmila C. Chatterjee, Ph.D. Chair, Dept. of Marketing Ageno School of Business, Golden Gate University. “We are thrilled to have Linda as one of our professors.” Ms. Duke has taught courses “Marketing Fundamentals” at Sierra College, Sacramento, and “Public Relations” at Sacramento City College. Most recently she has taught “Marketing Management” and “Marketing Research” at Sonoma State University.

“It has always been a goal of mine to teach advertising and marketing and to give back some of my experiences to students. Now I have my chance!” stated Linda Duke, CEO and Principal of Duke Marketing.

Ms. Duke attended one of the top 10 executive MBA programs in the country at Kellogg Graduate School of Management, Northwestern University, Evanston, Illinois. She completed the highly acclaimed Marketing Communications Strategy program with her thesis in Integrated Marketing Communications. “By integrating all aspects of marketing, the end-result is one cohesive message, and creates market dominance for the product, service or brand,” says Duke.

Duke Marketing provides a full range of services, including: strategic consulting and market positioning, image development, names, themes, and tag lines, writing, designing and producing advertisements, brochures, direct mail, Web sites, trade show materials and newsletters, as well as creating publicity, managing events, speaking engagements, and public relations.

Ms. Duke started her company in 1987 in Sacramento and San Francisco and has earned her reputation with some of the most profitable and successful multi-unit organizations in the world. Over the past fifteen years, Ms. Duke has gained valuable experience in national and international business, strategy, writing, new media, advertising and strategic marketing. Ms. Duke managed sales and marketing for HQ Business Centers with 186 operations all over the world. She has negotiated media in foreign markets, nationally and on a regional and local level. She has completed resultsoriented

business plans, corporate positioning plans, public relations and advertising strategies for McKesson Corporation, Noah's Bagels, Round Table Pizza Corporation, Starbucks Coffee Company and Papyrus Franchise Corporation to name a few.

**About Duke Marketing.**

Duke Marketing is a privately held, California-based Integrated Marketing Communications company. Experts in providing Integrated Marketing Communications by applying classic disciplines and leading-edge techniques of advertising, public relations, research, creative and direct marketing to both traditional and new media companies. Duke Marketing combines a full range of services, on-target strategies, fresh ideas and creative concepts to offer complete solutions.

For more information, contact Duke Marketing at 415-492-4534 or via e-mail at [info@dukemarketing.com](mailto:info@dukemarketing.com) the Company's web site is located at [www.dukemarketing.com](http://www.dukemarketing.com).

**About Golden Gate University**

Golden Gate University has always been unique. From its start over 140 years ago as the night school of the San Francisco YMCA, we have been serving adults who bring experience to the classroom and who expect to get the professional practice education they need to succeed.

The curriculum and the faculty are chosen to provide a combination of relevant concepts and models as well as a working practical knowledge of current practice in each class. Full-time and part-time faculty have both excellent academic credentials as well as hands-on management and/or practitioner experience. Programs are designed with an eye to preparing students for success, whether they are already working in their chosen profession, or hope to change careers after they graduate.

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