



BERTELLI,  
LUJACK,  
HART, LATTNER,  
HORNUNG,  
HUARTE,  
BROWN, AND ...

## MURPHY?

Student-athletes bring the Fighting Irish spirit to the field of play. Patrick E. Murphy brings it to the field of marketing ethics.

Enjoy today's game, and then tomorrow, visit [provost.nd.edu/murphy](http://provost.nd.edu/murphy) to learn how in going from the family farm in Illinois to a lifetime achievement award from the American Marketing Association, Professor Murphy became a mainstay of Notre Dame business education.

*Patrick E. Murphy*

**PATRICK E. MURPHY**  
Professor of Marketing

