Marketing (MKTG)

Courses

MKTG 3495 Tech in Marketing: Design Tools and Digital Foundations (4 Credits)
We will be learning how to use HTML, CSS, Adobe Photoshop, and Adobe Illustrator.

MKTG 4100 Marketing Concepts (4 Credits)
Ever wonder what’s behind those Super Bowl ads we love to watch? Or, how Apple decides the price of its newest electronic wonder? Did you notice you can almost always find what you are looking for at the grocery store, whether it’s in season or out? How does that happen? This course provides students with a lens through which they may view the world as a consumer and as a marketer, relating marketing principles and models to consumer and business actions. The course investigates marketing strategy and tactics using contemporary examples from the headlines, active class discussion, and a marketing strategy simulation.

MKTG 4220 Customer Experience Management (4 Credits)
In their best-selling book, The Experience Economy, Pine and Gilmore set the stage for what today’s organizations are facing—customers that connect with brands on the basis of the experiences they receive: products and service are no longer a sufficient differentiator. This course takes the student beyond the ‘better product, better service’ approach to the cutting edge concepts of customer experience management (CEM). It provides an understanding of CEM, its best practices, and the tools for its implementation and evaluation. The course considers the challenges of creating and delivering customer experiences in a variety of settings—in-store operations, branded products, and web-based operations. One of the special features of this course is the use of live, case studies from a variety of companies. Among the companies recently represented by guest speakers are Charles Schwab, Comcast, Starbucks, and others.

MKTG 4230 Financial Aspects of Customer Experience Management (4 Credits)
Successful customer experience management requires knowledge of the tools and techniques to assess the costs, benefits, and return on investment in customer relationships. This course shows students how to conceptualize, design, implement, and evaluate information and financial systems that support successful customer experience operations. A particular focus of this course is the determination of the optimal investment in customer experience, including insights from concepts such as lifetime value of customers. Prerequisite: MKTG 4220.

MKTG 4240 Customer Experience Management Integration (4 Credits)
A key component of every successful customer experience management (CEM) program is the ability to integrate CEM, marketing, financial, and information systems information, concepts, and processes into a successful operation for the customer and the company. This course provides the student with the tools to evaluate the success of customer experience management systems through conducting the CEM Audit. Students apply the CEM Audit to evaluate the level of company achievement of CEM goals and objectives. This course builds on the courses in the CEM and IMC programs (primarily MKTG 4220) as well as other courses in marketing and business. In this sense, it is a capstone course, integrating the knowledge and experience acquired through other courses and your life and business experiences. Developing skills in assessment of an organization against CEM standards is the primary objective of this course. Prerequisite: MKTG 4220.

MKTG 4360 Global Transportation Systems (4 Credits)
Managing a global supply chain involves applying increased discipline to a process with many parts. The key parts of the supply chain over which a company has the least control are the transportation carriers that connect a company with its customers and suppliers in all parts of the world. Global Transportation Systems covers the various modes of transportation including ocean vessel, barge, railroads, truck and air freight. The course will touch on the operating characteristics, service, infrastructure, sustainability, ownership, finances, prices and each mode’s place in the global supply chain both across borders and domestically in several target countries including the U.S. In addition Global Transportation Systems will provide the student with an understanding of how public policy affects transportation infrastructure investment, security, cost and service around the world. The course provides a solid foundation for other supply chain courses. Cross listed with MKTG 3360. Prerequisites: MKTG 4100.

MKTG 4370 Marketing Channels & Logistics (4 Credits)
Of the four Ps (product, price, promotion, and place), MKTG 4370 explores the “place” in a firm’s marketing efforts to gain sustainable competitive advantage. Marketing channels are the routes to market used to sell every product and service that consumers and business buyers purchase everywhere in the world. Logistics is the other half; delivering the right product at the right time to the right place in the right quantities to keep satisfied loyal customers, a crucial element in making the sale. In this course, students learn the design of marketing channels to deliver sustainable competitive advantage while building channel power and managing channel conflict. Sound strategic and tactical channels decisions are taught via an on-line computer simulation. Logistics design and execution includes best practices for demand management, order management, customer service, inventory strategy, transportation, and distribution, all of which are taught through lecture, hands-on exercises, and case studies of the world’s best supply chains. Cross listed with MKTG 3370. Prerequisites: MKTG 4100.

MKTG 4375 Strategic Sourcing (4 Credits)
Current businesses face relentless pressure to provide additional value in an ever more competitive world. Globalization of world markets has reconfigured supply networks across the globe, causing increasing complexities and challenges in sourcing. In this course, the student learns about the strategic sourcing process, from the development of a sourcing strategy to establishing, managing, and optimizing the firm’s supply base. A framework for aligning corporate, business unit and functional department objectives with a sourcing strategy for each commodity purchased by the firm will be presented, along with spend analysis, portfolio analysis, and other best practices (supply base optimization, supplier scorecards, supplier development programs, reverse cost analysis, B2B Auctions, learning curves, value analysis, total cost of ownership, and gain sharing) for improving a firm’s cost and financial performance through improved supply chain performance. Cross listed with MKTG 3375. Prerequisites: MKTG 4100.
MKTG 4380 Supply Chain Management (4 Credits)
Today's economy of globally sourced manufacturing, developing markets, synchronized e-commerce, international trade lanes, and intertwined economies demand supply chains of global reach to bring goods and services from around the world to local stores or even the consumer's front door. This course addresses the challenges and illustrates the tools required to build, maintain, and expand global supply chains. The course develops the ability to make sound strategic, tactical, and operational supply chain decisions via an on-line simulation tool, and superior supply chain design and performance is taught through in-depth case studies from the world's top 25 supply chains. Students are able to connect improvements in supply chain design and performance to the financial performance of a firm. Cross listed with MKTG 3380. Prerequisites: MKTG 4100.

MKTG 4510 Concepts of Buyer Behavior (4 Credits)
What makes consumers tick? This course draws on a variety of sources, including concepts and models from psychology, sociology, anthropology, and economics, to offer helpful frameworks for understanding why consumers buy what they buy. These concepts are applied to real-world situations to give students practice at making better product, promotion, pricing, and distribution decisions based on consumer insights. Prerequisites: MKTG 4100.

MKTG 4520 Marketing Metrics (4 Credits)
There's no escape; even marketing managers need to understand financials. This course is designed to introduce MS Marketing students to the principles of financial decision-making and the use of marketing metrics, including customer lifetime value (CLV) and media mix modeling. Students learn how to compute marketing ROI and how to make marketing decisions that enhance the bottom line. Prerequisites: MKTG 4100, MKTG 4610 or MKTG 3900, and MKTG 4545 or permission of the instructor.

MKTG 4530 Marketing Research (4 Credits)
Understanding consumers requires careful observation and thoughtful questions. Marketing research represents a methodology for getting the answers needed to be successful in business. This course introduces students to a broad array of marketing research tools, including focus groups, ethnographic studies, survey research, and experiments. Students will learn how and when to apply these tools, as well as how to interpret the results to make sound marketing decisions. Highly recommended students take statistics prior to taking this course. Prerequisites: MKTG 4100.

MKTG 4540 Product and Service Innovation (4 Credits)
Developing and introducing new products and services are the lifeblood for companies and a primary responsibility of product management. This course focuses on the timeframe beginning with identifying market opportunities for new products and services through to market launch, with particular attention paid to managing project and processes milestones from inception to introduction. The course addresses how marketing managers can overcome the poor success rates for most introductions and increase odds for achieving higher success rates more frequently. Prerequisites: MKTG 4100.

MKTG 4545 Marketing Planning Foundations (2 Credits)
Prerequisite: MKTG 4100.

MKTG 4550 Marketing Planning (4 Credits)
It has been said that “planning without action is futile, and action without planning is fatal.” The objective of this course is to enable students to utilize a rigorous planning process to develop action-oriented marketing programs. This activity involves an integrated application of concepts and theories characterized by the logical use of facts -- leading to alternatives -- leading to actions. By the end of the course students should be able to develop effective marketing programs, and to understand the strength and limitations of the principal planning tools a marketing manager has at his/her disposal. The skills developed in this class are particularly important because many organizations now use the marketing plan as the basis for developing the business plan. In fact, marketing-developed plans often must precede the subsequent decisions in planning production, finance, and other corporate activities. Each student will apply the planning process, develop an action plan, and identify specific marketing outcomes for an existing or prospective enterprise. The course utilizes current practices, contemporary exemplars, and rigorous communication/presentation platforms. Course must be taken within one quarter of graduation or instructor's permission. Prerequisites: any two graduate-level marketing courses.

MKTG 4560 Pricing Strategy (4 Credits)
This course provides an overview of all aspects of Pricing, a key driver of growth and profitability. As one of the 4 “Ps” of Marketing, attention and interest in Pricing is growing. This is not surprising, given that Price is the one “P” that drives the topline, with a direct impact on revenue growth, customer growth, market share, and profitability. This Pricing survey course examines established and emerging pricing strategies and principles. In addition, students learn some basic analytical tools that can be applied to pricing strategy decisions and explore approaches to optimize the impact of pricing strategies and tactics, including segmentation, addressing the competition, and communicating value. Prerequisite: MKTG 4100 or equivalent.

MKTG 4630 International Marketing (4 Credits)
The shrinking planet and constant pressure to maintain a firm’s growth mean that global marketing continues to grow in importance. This course introduces the various economic, social, cultural, political, and legal dimensions of international marketing from conceptual, methodological and application perspectives, and emphasizes how these factors should affect, and can be integrated into, marketing programs and strategies. This course provides students with methods for analyzing world markets and their respective consumers and environments, and to equip students with the skills in developing and implementing marketing strategies and decision making in international contexts. It includes a combination of lectures and discussions, case analyses of real global marketing issues, videos and readings from the business press, country snapshots, and a group research project in which student teams launch a discrete product in a foreign country of their choice. Prerequisites: MKTG 4100.
MKTG 4660 Sports & Entertainment Marketing (4 Credits)
There are few products for which consumers are more passionate than their sports and entertainment expenditures, so this topic is always an exciting one in marketing. This course provides an in-depth look at the processes and practices of marketing sports, concerts, film and other entertainment. The course emphasizes the practical use of advertising, promotion and public relations in creating athlete or entertainer images, providing a quality fan experience, promoting sponsorships or driving event ticket sales. Participation in a current sports marketing project provides context for graduate students to apply the theories to real situations. Cross listed with MKTG 3660. Prerequisites: MKTG 4100.

MKTG 4670 Competitive Strategies (4 Credits)
This course will examine what is happening in the world of corporate marketing today. Which companies’ marketing strategies are working and why? Which are not working and why? Who is winning in the competitive marketplace and who is losing? How do you know? What is the connection between a company’s marketing strategy and its financial strategy? Prerequisites: MKTG 4100.

MKTG 4705 Topics in Marketing (1-4 Credits)
TOPIC CHANGES EACH TERM.

MKTG 4800 Global Integrated Marketing Communication (4 Credits)
The Global IMC class is for graduates who have worked in marketing communications or have taken marketing communications classes and want to gain an understanding of how use this knowledge in the global marketplace. It helps students to understand similarities and differences between markets and how to most effectively approach them. What are the IMC tools that work best and how do you use them with cultural sensitivity? The class features a number of guest speakers and at least one off-site agency visit. The finale to this high-intensity class will have competing teams creating a global campaign. Prerequisites: MKTG 4100.

MKTG 4805 Introduction to Digital Marketing (4 Credits)
Knowing how to use digital marketing tools as part of an integrated marketing strategy is critical in today's marketplace. This course provides the knowledge and skills to plan and implement a digital marketing strategy, create and manage digital marketing campaigns, and select and use the most effective tools and technologies to achieve the business’ objectives. Students learn how to successfully integrate online tools including search engine optimization, pay per click advertising, email marketing, blogs, viral marketing, social media, and online PR within the overall marketing mix. Through team projects and class assignments, students get applied knowledge in developing an e-marketing plan. In addition, students acquire firsthand experience using twitter, blogs, web site graders, keyword research software tools and online media measurement services. Previous guest speakers have included industry leaders and agencies like Theo Mandel, Ph.D, a highly acclaimed author on web site user experience, design and usability, as well as leading email marketing firm, Emma. Cross listed with MKTG 3480.

MKTG 4810 Integrated Marketing Communication (4 Credits)
Marketers must successfully communicate to consumers to be successful. Integrated Marketing Communications represents the latest approach to this process. This course focuses on how to integrate marketing messages by using brand management as the foundation of creating effective marketing communications. To get a broad perspective on the topic, students read and discuss both classic and contemporary books on marketing communications. Looking at more than traditional advertising, the class also discusses how social media, outdoor, mobile, product placement, and event marketing are all changing the marketing communications process. The course work focuses on three cases, including a presentation of a proposed advertising campaign. Prerequisites: MKTG 4100.

MKTG 4815 Social Media Marketing (4 Credits)
Social media marketing is an evolving field with consumers driving the changes marketers are seeing. Based on students' business model, social media may be more than just distribution and consumers may be a part of your long-term business strategy. This class illuminates the increasing importance of social media as it relates to consumer behavior and the purchase cycle. This course also develops a strategic model for a diverse range of businesses (B2B, B2C, Product, Service, Online, Online with Brick and Mortar) that will empower students as a marketer to determine their best strategy. Cross listed with MKTG 3490. Prerequisites: MKTG 4100.

MKTG 4820 Brand Management (4 Credits)
Brands are valued assets for businesses. Building and maintaining strong, valuable brands represent core responsibilities of brand managers. Brand management encompasses brand audits, elements, attitudes, beliefs, images and equity that customers associate with a company's branded offerings. This course focuses on concepts, tools, techniques and strategies for creating, building, measuring, maintaining and managing strong, valuable brands in today's complex marketing landscape. Prerequisite: MKTG 4100.

MKTG 4825 Mobile Marketing (4 Credits)
Due to the explosion of Smartphones, Mobile Commerce, Social Media and Location-based Services such as Foursquare, mobile marketing is the next frontier! Learning to harness this ever-evolving field is essential for business students. This course enables students to build creative mobile marketing campaigns that complement digital and traditional marketing strategies. This fast-paced course is a must for people interested in marketing and business. Cross-listed with MTKG 3475. Prerequisites: MKTG 4100.

MKTG 4830 Integrated Marketing Communication Cases (4 Credits)
Using the Harvard case method, students analyze marketing communication and brand building campaigns and processes used to acquire and retain customers, generate sales, and increase profits. The presence (and absence) of IMC strategies and practices are identified and discussed. Course concludes with presentations of cases created (based on working with real companies) by student teams. Prerequisites: MKTG 4100 and MKTG 4810.
MKTG 4835 Search Engine Marketing (4 Credits)
The digital marketing landscape has hundreds of tools that marketers can utilize to increase revenue, execute on strategies and develop deep brands. This course reviews the most essential of those tools; Google Analytics and Google AdWords. Our goal is to enable students to attain individual certification. By partnering with the businesses in our internship program, this course ensures students are mastering those most sought after tools/skills. This course is fast-paced and has a real world focus! Cross listed with MKTG 3485.

MKTG 4850 Integrated Marketing Communication Campaign (4 Credits)
This course builds on all of the courses in the IMC program/concentration as well as other courses offered through the Department of Marketing. In this sense, it is a capstone course, integrating the knowledge and experience acquired through these other courses. Integration is the primary objective of this course—that is, to develop skills in integrating content from other courses into a complete IMC campaign for a brand of the student’s choice. IMC Campaign is a major project course with a single significant outcome, the IMC Campaign. The project is conducted in a team environment with the guidance of the instructor. Prerequisites: MKTG 4810 or instructor permission.

MKTG 4900 Advanced Marketing Strategy (4 Credits)
Making sound strategic marketing decisions in the real world is complex and challenging, even for seasoned executives. Determining sound strategies is critical. Implementing them effectively and profitably is essential. How can managers increase their chances for making better strategic marketing decisions leading to more successful outcomes more often? This course applies concepts, constructs and learning acquired in prior marketing courses to complex strategic decisions. Cases are at the heart of the course, challenging teams and individuals to make specific marketing decisions in the context of larger strategic marketing and company contexts, including accounting for top- and bottom-line impact. Students are required to be within two quarters of graduation. Prerequisites: any two graduate-level marketing courses, one of which must be MKTG 4100.

MKTG 4980 Marketing Internship (1-8 Credits)
We learn by doing. That’s what a marketing internship at Daniels is all about. Recent studies show that one to three internships on a resume go a long way towards landing that first job in marketing. At Daniels, we network with some of the top marketers in Denver and across the US. Our marketing students have worked at National CineMedia, Integer Advertising, Bank of America, Enterprise, Northwestern Mutual Insurance, eBags, Crispin-Porter + Bogusky, Einstein’s, Johns Manville, Ski Magazine, the Pepsi Center, 15 Million Elephants, Flextronics, Merrill Lynch, Dish Network, AEG Live, Altitude Sports & Entertainment, and the list goes on. Not only will students earn school credit, they may very well land a paid internship, and eventually a full-time job. Course requirements include an internship report that covers your experience on the job, a study of the industry, and what they learned from their company. It’s a win-win course where you put into practice the marketing concepts you’ve learned at DU, and discover new marketing tactics from your company co-workers. “Thanks to the University of Denver for fostering this partnership and providing such great students” (NCM Media Networks).

MKTG 4991 Independent Study (1-10 Credits)
Hours and times arranged by student.

MKTG 4992 Directed Study (1-4 Credits)

MKTG 4995 Independent Research (1-10 Credits)

MKTG 4999 Marketing Capstone Assessment (0 Credits)
Surveys graduating MS Marketing students and assesses the level of learning obtained by these students. This class is to be taken during the final quarter of study. Prerequisites: MKTG 4100, MKTG 4510, MKTG 4520, MKTG 4530, plus 12 additional hours of graduate marketing classes.