

MARKETING (MKTG)

MKTG 4000 Foundations of Marketing (0 Credits)

The Master of Science of Marketing program is a deep dive into marketing knowledge and skills. Most students entering the program have studied or worked in marketing before, so a full introductory course in marketing is generally not necessary. This course offers a brief refresher designed to bring all students up to speed on the basics of marketing before taking more advanced courses.

MKTG 4100 Marketing Concepts (4 Credits)

This course focuses on formulating and implementing marketing management strategies and tactics for providing customer value. The focus of this course is on marketing strategy – constructing an environmental scan, segmenting the market properly and targeting the appropriate markets. Once strategy has been set, brand management is considered along with using marketing tactics as levers to bring value to the customer. The course provides you with a lens through which you may view the world as a marketer, relating marketing principles to consumer and business actions. Enrollment in this course is restricted to PMBA, MS Management, and MS Marketing students.

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 4380 Supply Chain Management (4 Credits)

Supply chains are everywhere, from the local store to a large multinational electronics manufacturer operating halfway across the world. From cradle to grave, it is the supply chain management system that links all of the numerous stakeholders into one strategic plan for us as customers in markets. These systems link processes such as product design, sourcing, supply chain planning, manufacturing, fulfillment, and reuse. In today's fast paced markets driven by globalization and technology, knowledgeable professionals in supply chain management are increasingly important for companies to achieve their business objectives. Some of the most successful manufacturers (e.g., Apple and Samsung) and retailers (e.g., Wal-Mart and Amazon) are winning as a result of their supply chain strategies. Especially as markets change rapidly, supply chain management professionals will be integral to a company's success. The purpose of this course is to provide a student with a baseline of knowledge, skills, and abilities to succeed in the various functions of supply chain management at a managerial level of an organization. Prerequisites: MKTG 4360 and MKTG 4370, or instructor permission.

MKTG 4400 Social Awareness and Ethics (2 Credits)

Social awareness & ethics uses a fresh integrated approach to applying the basic fundamentals of marketing to complex and evolving scenarios involving social change and insight, cultural trends and topics, and tricky, often emotional, ethical situations. This course also helps students learn skills in a safe environment and leverage their experience and knowledge to investigate business situations and opportunities in a thoughtful and sophisticated manner. This course develops a student's ability to make sound business planning decisions using real information from the external environment. This course will combine business ethics' overarching intent to protect employees, the environment, and their customers with marketing ethics' principles of honesty, fairness, responsibility, and respect. As part of this, students will learn about and apply Daniels Fund Initiative Principles: http://www.danielsfund.org/_Assets/files/Ethics%20Initiative%20Principles.pdf Prerequisites: MKTG 4000, MKTG 4100, or instructor permission.

MKTG 4501 Client Lab I (1 Credit)

MKTG 4501 is a requirement to be taken concurrently with a distinct marketing class over the duration of your program. In this course, you will be working with a business client to identify and solve a client problem in the area of focus for the companion course. By taking this course and solving three different types of client problems, over the duration of your program, you will have the chance to sharpen your problem identification abilities and to work with marketing professionals, demonstrating your marketing ability.

MKTG 4510 Consumer 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. Prerequisite: MKTG 4000, MKTG 4100, or instructor permission.

MKTG 4515 International Consumer Behavior (4 Credits)

The focus of this course is to introduce the complex role that consumer behavior and consumption plays within an international context. Knowledge of customers is one of the cornerstones for developing sound business strategies, and there is a need to better understand the diverse aspects of consumer behavior that marketers must cater to in the global marketplace. As the study of consumer behavior draws upon marketing, psychology, economics, anthropology, and other disciplines, the added complexity of understanding it beyond ones' home market results in additional challenges and opportunities. Consumer behavior attempts to understand the consumption activities of individuals as opposed to markets, and as this course will demonstrate, consumption activities are not universal. The course will focus on both consumer behavior theory, as well as the integration of regional, global, and cultural variables that marketers must account for in developing marketing programs in strategies. Topics such as global consumer culture, values and consumption, international consumer attributes, international social and mental processes, will be used to help comprehend and explain the convergence and divergence of consumer behavior in the global marketplace. The goal of this course is to provide a more concrete understanding of how marketers account for similarities and differences in the development and implementation of marketing practices, in the field of advertising, product and service development and usage, retailing, and communications. Prerequisites: MKTG 4510.

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 4510 or instructor permission.

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. Prerequisite: MKTG 4000, MKTG 4100, or instructor permission.

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 is focused on the most current innovations in materials, hardware, CPG, and software. This is a travel course and students will be required to travel to the Consumer Electronics Show in addition to attending class on campus. We'll be using Google Ventures rapid sprint framework to develop/test new product ideas. At least eight hours of graduate level MKTG courses or with instructor permission.

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. Eight hours of graduate-level marketing credit or with instructor's permission.

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 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. Prerequisites: MKTG 4510, MKTG 4520, and MKTG 4530 or instructor permission.

MKTG 4570 Digital Strategies (4 Credits)

We're 20 years into the digital marketing revolution and the ecosystem continues to evolve. From the birth of the Internet and email to the recent addition of messaging apps and the Internet of Things: It's a fantastic time to be a marketer. In this class, we will take what you learned in consumer behavior and extend it in the social/mobile/search realm. We'll utilize lessons learned from cognitive neuroscience combined with qualitative/quantitative data to create one-to-one marketing experiences for B2B/B2C consumers. Prerequisites: MKTG 4510 or instructor permission.

MKTG 4580 Insights to Innovation (4 Credits)

Consumer insights are a driving force of change for organizations and markets. It is becoming increasingly clear that the development of novel offerings requires the contributions of multiple stakeholders, including customers. This course explores the collaborative processes that drives value creation and innovation. Students will learn how consumer insights can enable the development and enhancement of compelling value propositions. They will also utilize a design-thinking approach and work with different types of data sources in developing innovative solutions and designing consumption experiences. Prerequisites: MKTG 4100 or instructor permission.

MKTG 4605 Current Marketing Perspectives (4 Credits)

Like most disciplines, marketing is evolving constantly. One can learn about marketing and its classic terms and notions by reading a textbook. But to familiarize oneself with the current pressing issues, emerging ideas, and innovative applications, one must consult both industry practitioners and academic gurus. In this course, students and faculty will meet and interview several top business executives in the Denver area as well as visit their facilities. Such interaction with the managers and faculty will help the students understand the interface of theory and application. In addition, by identifying the current issues in marketing and learning how to develop strategies to handle them, students add to their preparation for the job market.

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 4635 International Consumer Behavior (4 Credits)

The focus of this course is to introduce the complex role that consumer behavior and consumption plays within an international context. Knowledge of customers is one of the cornerstones for developing sound business strategies, and there is a need to better understand the diverse aspects of consumer behavior that marketers must cater to in the global marketplace. As the study of consumer behavior draws upon marketing, psychology, economics, anthropology, and other disciplines, the added complexity of understanding it beyond ones' home market results in additional challenges and opportunities. Consumer behavior attempts to understand the consumption activities of individuals as opposed to markets, and as this course will demonstrate, consumption activities are not universal. The course will focus on both consumer behavior theory, as well as the integration of regional, global, and cultural variables that marketers must account for in developing marketing programs in strategies. Topics such as global consumer culture, values and consumption, international consumer attributes, international social and mental processes, will be used to help comprehend and explain the convergence and divergence of consumer behavior in the global marketplace. The goal of this course is to provide a more concrete understanding of how marketers account for similarities and differences in the development and implementation of marketing practices, in the field of advertising, product and service development and usage, retailing, and communications. Cross-listed with MKTG 3635. Prerequisite: MKTG 4510 or instructor permission.

MKTG 4655 Leading the Sales Organization: Structure, Strategy, and Management (4 Credits)

Sales force design, strategy, and management provides both a strategic as well as a tactical perspective on the sales function. The course is suitable for anyone who will at some point in their career have a managerial position in an organization where salespeople are an integral part of the marketing mix. Topics discussed in class cover various elements of sales force design, strategy, and management including the role of salespeople in company's go-to-market strategy, design of sales organization structure, different sales role structures (inside vs. field etc.), territory management and quota (goal) setting, incentive and compensation design, and hiring and training strategies.

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 theory to practice. 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 4675 Marketing for Social Impact (4 Credits)

The integration of Impact + Profit is one of the biggest trends in the startup world—influencing socially-responsible products and driving cause-related branding, customer choice, and loyalty. Marketing for social impact is multifaceted and requires an understanding of how Impact + Profit is essential to social enterprises, B Corps, and nonprofits. Through this course students will develop themselves as purpose-driven professionals knowledgeable in the latest trends of story-driven marketing, conscious capitalism, and social psychology. This course builds upon students' understanding of Design Thinking to think strategically about value creation as it relates to Impact + Profit. Upon completion of the course, students will understand the relationship between business and social good, as well as acquire the necessary knowledge and skills to design a marketing campaign specific to a social enterprise, B Corp or nonprofit. Applicable to all facets of the business and nonprofit world, this advanced elective is open to all MBA students and provides skills and knowledge to help you be indispensable to your company or organization. Prerequisites: MKTG 4100 and any additional 4000-level MKTG course.

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 4810 or instructor permission.

MKTG 4805 Foundations of 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 using three powerful digital marketing elements: (1) UX/UI - User eXperience design is one of the most difficult aspects for businesses to define and yet it's essential to map out when creating a holistic strategy. User Interface design is one part of the user experience and we will work together to show you best-in-class examples. (2) Facebook Advertising – Facebook is quickly becoming the hyper-targeted advertising platform for businesses of any size. You will walk through Facebook's Blueprint Training to help you understand what types of digital advertising are possible. (3) Email Marketing – Email has long been a staple in digital marketing. We will show you the ins and outs of this digital medium and teach you how to take control of this evolving channel. Cross-listed with MKTG 3480.

MKTG 4810 Integrated Marketing Communication (4 Credits)

Integrated Marketing Communication is a critical component of marketing strategy and is vital to any business's success. Organizational, technological, and societal trends of the past few years have disrupted traditional marketing communications by necessitating digital delivery in addition to traditional strategies. It's essential to integrate all marketing communication activities into one master plan. This course is based upon the notion that marketing communications include much more than just advertising. The course provides students with a foundation in the development and execution of communications strategies for any organization (large, small, public, or private). We'll bring clarity to the current ecosystem of digital tools and promotional strategies through data-driven decision-making. Prerequisites: MKTG 4510 or instructor permission.

MKTG 4815 Social Media Marketing (4 Credits)

Social media marketing is an evolving field with consumers driving the changes marketers are seeing. Based on your business model, social media may be more than just distribution and consumers will be a part of your long-term business strategy beyond revenue. We'll illuminate the increasing importance of social media as it relates to consumer behavior, the purchase cycle and the rise of messaging apps as it relates to business success. We will also develop a strategic model for a diverse range of businesses (B2B, B2C, Product, Service, Online, Online with Brick and Mortar) that will empower you as a marketer to determine your best strategy. Cross-listed with MKTG 3490. Prerequisites: MKTG 4100.

MKTG 4820 Brand Management (4 Credits)

How do leading organizations create compelling brands that inspire trust, build a sense of community, and fuel loyalty? As consumers find their digital voice, how are brands co-created by firms and users alike? What can brand managers do to insure brand equity over time? In this course, you'll learn the underlying principles and theories from brand authorities, then apply them to real-world client challenges. Join us as we learn and apply strategies and tactics to build, measure, and manage brand equity. Prerequisite: MKTG 4100. Concurrent enrollment with MKTG 4100 allowed.

MKTG 4825 Mobile Marketing (4 Credits)

Smartphones are the device for today's consumer. Mobile usage easily eclipses all other digital venues and you will be learning how to harness this ever-evolving field. Knowledge of mobile search, mobile applications, mobile advertising and location-based services are essential for today's business leaders. This course will enable 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. Cross-listed with MKTG 3475.

MKTG 4835 Search Engine Marketing: Google Analytics & Google Ads (4 Credits)

An understanding of consumers' search behavior provides deep insight into how people make purchasing decisions and form brand affinities. Search marketing is also the cornerstone of many digital marketing campaigns. This course provides a comprehensive foundation in search marketing and digital analytics as tools for any marketer, as well as hands-on experience with Google Ads and Google Analytics. You will be working with real-world clients, helping them to drive marketing ROI! Cross listed with MKTG 3485.

MKTG 4845 Tech in Marketing: Design Tools and Digital Foundations (4 Credits)

"Software is eating the world." That was the quote from Marc Andreessen way back in 2011. His point was now that software had disrupted the tech industry, it was now evolving into every other industry. Agriculture. Mass transit. Construction. Everything. This prediction has become true with companies like Google and Uber. We're at a point where coding/technology are now a matter of literacy. We are going to work together as a class to make you more literate. We are going to learn how to utilize digital design tools such as Adobe Photoshop and Illustrator to create brand imagery. We'll then move on to learn HTML/CSS and APIs: the building blocks of the Internet. We'll also spend some time prototyping software such as Axure and tap into memes and Gifs. This is a tactical, hands-on class. Cross-listed with MKTG 3495.

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 4860 Data Science for Marketers (4 Credits)

Data is an essential part of (digital) marketing. In fact, data enables the promise of digital marketing: real-time feedback enabling businesses, marketing campaigns to pivot and become predictive. We'll cover what it takes to become a data-driven organization and how to tell stories through data.

MKTG 4865 SXSWi: Marketing, Technology & Innovation (4 Credits)

This class is focused on documenting/sharing lessons learned from the SXSWi conference in Austin Texas, the premier innovation conference in the US. The course is divided into two distinct halves. First, we will research the SXSWi sessions around subject matter and speaker background as well as planning the final deliverable that summarizes the entire SXSWi event. The second half includes participation in the conference to learn the most up-to-date digital marketing techniques in social, mobile, data and usability.

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. Live 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. Prerequisites: At least eight hours of graduate level MKTG courses or with instructor permission.

MKTG 4980 Marketing Internship (0-10 Credits)

Daniels College of Business's graduate curriculum is designed to be experiential and build upon practical experience. To gain the full benefit of this curriculum, students are required to expand their experiential learning beyond the short term experiences required in the classroom. Internships that allow students to apply newly learned skills and theories in the workplace are considered an integral to the curriculum and all students are strongly encouraged to seek such opportunities. 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 4981 Marketing Leadership and Professional Development I (1 Credit)

This course involves several executive coaching experiences. In the Fall Quarter, you will participate in a weekend leadership experience, where you develop self-awareness of your style as a member and leader of a team. This experience will help build relationships with others in the program and with program faculty, setting you up for successful team experiences in the year ahead. Throughout the quarter, you will participate in other professional development experiences designed to improve your self-presentation skills, networking skills, and awareness of emerging marketing technologies. The exact content of the course will vary by quarter.

MKTG 4982 Marketing Leadership and Professional Development II (1 Credit)

Throughout the quarter, you will participate in other professional development experiences designed to improve your self-presentation skills, networking skills, and awareness of emerging marketing technologies. The exact content of the course will vary by quarter.

MKTG 4983 Marketing Leadership and Professional Development III (1 Credit)

Throughout the quarter, you will participate in other professional development experiences designed to improve your self-presentation skills, networking skills, and awareness of emerging marketing technologies. The exact content of the course will vary by quarter.

MKTG 4991 Independent Study (1-10 Credits)

Hours and times arranged by student.

MKTG 4999 Marketing Assessment (0 Credits)

This course, taken at the end of the MS Marketing program, is designed to assess what students know and can do as a result of being in the program, as well as to capture student feedback about the overall program. The assessments provide input to the Marketing faculty to enable continuous improvement in the program.

MKTG 6300 Marketing Research Seminar (4 Credits)

This doctoral seminar focuses on research in marketing strategy which is concerned with understanding the choices and planning of resource deployments to achieve marketing objectives in a target market. This course will expose students cutting-edge research in marketing models in order to help them to define and advance their research interests. This course will also offer in-depth discussions on some important topics in marketing and tools and methodologies required for conducting research in those areas.