Master of Science in Marketing

The Daniels Master of Science in Marketing program is a 45-to-47 credit degree that combines the in-depth study of marketing practices and principles with values-based leadership and ethical decision making. Your studies span the theoretical to the real world—from an independent study research project of your choosing to client projects that will test your marketing mettle. You'll be immersed in real-time scenarios that let you dive deep into what interests you most to stay ahead of the curve in this rapidly changing industry. We have a strong marketing community and you will be expected to join us in exhibiting your passion for marketing and engagement with the marketing professional community, your peers and your professors.

You will engage with the Denver marketing professional community in a number of ways. Participation in the required Executive Coaching series will provide interaction with professionals over the course of your program, while allowing you to sharpen your professional skills. Guest speakers will contribute in many of our classes, sharing case studies directly from their experience. You may choose to engage with Denver professionals through participating in one of the many internships offered to you. Additionally, you will also take part in several case competitions, sponsored by the professional community, as part of your degree experience.

You will engage with your peers both inside and outside of the classroom through participation in client work, in the DU Marketing Association, in study groups, and in our Marketing@Daniels community. You will engage with your professors by contributing to class discussions both in class and online, by becoming an active part of our community, by participating in our online community presence. In all, this program requires your active and thoughtful participation, applying the principles you learn to solve important client and community problems.

Daniels has been continuously accredited by the Association to Advance Collegiate Schools of Business International (AACSB) since 1923.

Master of Science in Marketing

Admission Requirements

- Application fee $100 non-refundable
- GMAT or GRE Scores required. Applicants who wish to be considered for merit-based scholarships or graduate assistantships are encouraged to take the GMAT. To have your GMAT or GRE scores reported to Daniels, please use the following codes: GMAT code MZR-GT-43 and the GRE code is 4842.
- Official Transcripts: Submit one official transcript from each higher educational institution you attended in officially sealed envelopes. Transcripts that arrive in opened envelopes are not considered official.
- Submit a resume that focuses on your unique strengths and accomplishments.
- Two letters of recommendation are required from individuals (non-relatives) who can evaluate your academic and/or work performance as well as your potential for success in graduate school.
- Two required and one optional essay. Essays are assessed for clarity, organization, conciseness and grammar. Through the essays, you can communicate what you hope to achieve at Daniels and how you will contribute to the Daniels community.
- Admissions Interview: Applicants are contacted by a Daniels representative to schedule the admissions interview, which will be conducted in person, by phone, or via web cam.
- Tuition Deposit: If accepted into the program, a $500 deposit is due to reserve your seat. This deposit is non-refundable and is credited toward your first tuition payment.

Language Proficiency

- Official scores from the Test of English as a Foreign Language (TOEFL) or International English Language Testing System (IELTS) are required of all graduate applicants, regardless of citizenship status, whose native language is not English or who have been educated in countries where English is not the native language. Applications will not be processed until the required TOEFL or IELTS score is received. The TOEFL and IELTS scores are valid for two years from the test date and are considered official only when received directly from the testing agency and are considered official only when received directly from the testing agency.
- A minimum of an 88 TOEFL (no less than a 20 on any section) or a minimum of a 6.5 IELTS (no less than 6.0 on any section) is required to apply.
- Applicants may be exempted from English proficiency test requirements if by the time of matriculation they have earned a baccalaureate degree or higher from a formally-recognized/accredited university where the institution’s language of instruction and examination is English. Such applicants may be exempt from the TOEFL/IELTS and the English Language Proficiency Assessment requirement but not from other standardized graduate entrance examinations.
• Students whose native language is not English and who are required to submit TOEFL/IELTS (http://bulletin.du.edu/graduate/admissions/additionalstandardsfornonnativeenglishspeakers) scores will be assessed by the University of Denver English Language Center (ELC) prior to matriculation.

Master of Science in Marketing with a concentration in Integrated Marketing Communication

Admission Requirements

• Application fee $100 non-refundable
• GMAT or GRE Scores required. Applicants who wish to be considered for merit-based scholarships or graduate assistantships are encouraged to take the GMAT. To have your GMAT or GRE scores reported to Daniels, please use the following codes: GMAT code MZR-GT-43 and the GRE code is 4842.
• Official Transcripts: Submit one official transcript from each higher educational institution you attended in officially sealed envelopes. Transcripts that arrive in opened envelopes are not considered official.
• Submit a resume that focuses on your unique strengths and accomplishments.
• Two letters of recommendation are required from individuals (non-relatives) who can evaluate your academic and/or work performance as well as your potential for success in graduate school.
• Two required and one optional essay. Essays are assessed for clarity, organization, conciseness and grammar. Through the essays, you can communicate what you hope to achieve at Daniels and how you will contribute to the Daniels community.
• Admissions Interview: Applicants are contacted by a Daniels representative to schedule the admissions interview, which will be conducted in person, by phone, or via web cam.
• Tuition Deposit: If accepted into the program, a $500 deposit is due to reserve your seat. This deposit is non-refundable and is credited toward your first tuition payment.

Language Proficiency

• Official scores from the Test of English as a Foreign Language (TOEFL) or International English Language Testing System (IELTS) are required of all graduate applicants, regardless of citizenship status, whose native language is not English or who have been educated in countries where English is not the native language. Applications will not be processed until the required TOEFL or IELTS score is received. The TOEFL and IELTS scores are valid for two years from the test date and are considered official only when received directly from the testing agency.
• A minimum of an 88 TOEFL (no less than a 20 on any section) or a minimum of a 6.5 IELTS (no less than 6.0 on any section) is required to apply.
• Applicants may be exempted from English proficiency test requirements if by the time of matriculation they have earned a baccalaureate degree or higher from a formally-recognized/accredited university where the institution’s language of instruction and examination is English. Such applicants may be exempt from the TOEFL/IELTS and the English Language Proficiency Assessment requirement but not from other standardized graduate entrance examinations.
• Students whose native language is not English and who are required to submit TOEFL/IELTS (http://bulletin.du.edu/graduate/admissions/additionalstandardsfornonnativeenglishspeakers) scores will be assessed by the University of Denver English Language Center (ELC) prior to matriculation.

Master of Science in Marketing with a concentration in Integrated Marketing Strategy

Admission Requirements

• Application fee $100 non-refundable
• GMAT or GRE Scores required. Applicants who wish to be considered for merit-based scholarships or graduate assistantships are encouraged to take the GMAT. To have your GMAT or GRE scores reported to Daniels, please use the following codes: GMAT code MZR-GT-43 and the GRE code is 4842.
• Official Transcripts: Submit one official transcript from each higher educational institution you attended in officially sealed envelopes. Transcripts that arrive in opened envelopes are not considered official.
• Submit a resume that focuses on your unique strengths and accomplishments.
• Two letters of recommendation are required from individuals (non-relatives) who can evaluate your academic and/or work performance as well as your potential for success in graduate school.
• Two required and one optional essay. Essays are assessed for clarity, organization, conciseness and grammar. Through the essays, you can communicate what you hope to achieve at Daniels and how you will contribute to the Daniels community.
• Admissions Interview: Applicants are contacted by a Daniels representative to schedule the admissions interview, which will be conducted in person, by phone, or via web cam.
• Tuition Deposit: If accepted into the program, a $500 deposit is due to reserve your seat. This deposit is non-refundable and is credited toward your first tuition payment.

Language Proficiency
• Official scores from the Test of English as a Foreign Language (TOEFL) or International English Language Testing System (IELTS) are required of all graduate applicants, regardless of citizenship status, whose native language is not English or who have been educated in countries where English is not the native language. Applications will not be processed until the required TOEFL or IELTS score is received. The TOEFL and IELTS scores are valid for two years from the test date and are considered official only when received directly from the testing agency.

• A minimum of an 88 TOEFL (no less than a 20 on any section) or a minimum of a 6.5 IELTS (no less than 6.0 on any section) is required to apply.

• Applicants may be exempted from English proficiency test requirements if by the time of matriculation they have earned a baccalaureate degree or higher from a formally-recognized/accredited university where the institution’s language of instruction and examination is English. Such applicants may be exempt from the TOEFL/IELTS and the English Language Proficiency Assessment requirement but not from other standardized graduate entrance examinations.

• Students whose native language is not English and who are required to submit TOEFL/IELTS (http://bulletin.du.edu/graduate/admissions/additionalstandardsfornonnativeenglishspeakers) scores will be assessed by the University of Denver English Language Center (ELC) prior to matriculation.

Master of Science in Marketing

Degree Requirements
Core coursework requirements

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 4000</td>
<td>Foundations of Marketing ¹</td>
<td>0</td>
</tr>
<tr>
<td>MKTG 4510</td>
<td>Consumer Behavior</td>
<td>4</td>
</tr>
<tr>
<td>MKTG 4530</td>
<td>Marketing Research &amp; Analytics</td>
<td>4</td>
</tr>
<tr>
<td>MKTG 4400</td>
<td>Social Awareness and Ethics</td>
<td>2</td>
</tr>
<tr>
<td>MKTG 4520</td>
<td>Marketing Metrics</td>
<td>4</td>
</tr>
<tr>
<td>MKTG 4810</td>
<td>Integrated Marketing Communication</td>
<td>4</td>
</tr>
<tr>
<td>MKTG 4750</td>
<td>Digital Strategies</td>
<td>4</td>
</tr>
<tr>
<td>MKTG 4580</td>
<td>Collaborative Innovation: Designing New Customer Experiences</td>
<td>4</td>
</tr>
<tr>
<td>MKTG 4900</td>
<td>Advanced Marketing Strategy</td>
<td>4</td>
</tr>
<tr>
<td>MKTG 4501</td>
<td>Client Lab I</td>
<td>1</td>
</tr>
<tr>
<td>MKTG 4502</td>
<td>Client Lab II</td>
<td>1</td>
</tr>
<tr>
<td>MKTG 4503</td>
<td>Client Lab III</td>
<td>1</td>
</tr>
<tr>
<td>MKTG 4980</td>
<td>Marketing Internship ²</td>
<td>2</td>
</tr>
<tr>
<td>MKTG 4999</td>
<td>Marketing Assessment</td>
<td>0</td>
</tr>
</tbody>
</table>

Elective requirements 12

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 4540</td>
<td>Product and Service Innovation</td>
</tr>
<tr>
<td>MKTG 4550</td>
<td>Marketing Planning</td>
</tr>
<tr>
<td>MKTG 4220</td>
<td>Customer Experience Management</td>
</tr>
<tr>
<td>MKTG 4800</td>
<td>Global Integrated Marketing Communication</td>
</tr>
<tr>
<td>MKTG 4805</td>
<td>Foundations of Digital Marketing</td>
</tr>
<tr>
<td>MKTG 4815</td>
<td>Social Media Marketing</td>
</tr>
<tr>
<td>MKTG 4825</td>
<td>Mobile Marketing</td>
</tr>
<tr>
<td>MKTG 4835</td>
<td>Search Engine Marketing</td>
</tr>
<tr>
<td>MKTG 4845</td>
<td>Tech in Marketing: Design Tools and Digital Foundations</td>
</tr>
<tr>
<td>MKTG 4820</td>
<td>Brand Management</td>
</tr>
<tr>
<td>MKTG 4605</td>
<td>Current Marketing Perspectives</td>
</tr>
<tr>
<td>MKTG 4630</td>
<td>International Marketing</td>
</tr>
<tr>
<td>MKTG 4635</td>
<td>International Consumer Behavior</td>
</tr>
<tr>
<td>MKTG 4660</td>
<td>Sports &amp; Entertainment Marketing</td>
</tr>
<tr>
<td>MKTG 4850</td>
<td>Integrated Marketing Communication Campaign</td>
</tr>
</tbody>
</table>
### Courses

**MKTG 4000 Foundations of Marketing (0 Credits)**
This is primarily an online course. The purpose of the course is to ensure that all incoming students have some foundational knowledge of marketing. Most of our incoming students have undergraduate degrees in business and work experience in marketing, and so will already have a working knowledge of marketing vocabulary and may be able to pass the self-check exams in this course without further study. Other students will need to do some reading to pass the assessments. Assessments may be taken as many times as necessary to achieve a score indicating that the student has achieved foundational knowledge of marketing. The course will also integrate a few on-campus professional development tasks to ensure that students get an early start on the next phase of their careers.

**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 or client engagement.

**MKTG 4201 MS Management Marketing Management (2 Credits)**
Marketing Management, is a newly developed, hands-on course that is part of the Mater of Science in Management degree in the Department of Management. It uses a fresh integrated approach to applying the basic fundamentals of marketing to complex and evolving scenarios. This course also helps graduate 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 marketing theories and tools.

**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.
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.

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.

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 4360 and MKTG 4370.

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 Initiate Principles: http://www.danielsfund.org/_Assets/files/Ethics%20Initiative%20Principles.pdf Prerequisites: Pass foundations exam or MKTG 4100.

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 4502 Client Lab II (1 Credit)
MKTG 4502 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 4503 Client Lab III (1 Credit)
MKTG 4503 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.
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 and MKTG 4530 or instructor permission.

MKTG 4530 Marketing Research & Analytics (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 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. Prerequisites: MKTG 4510, MKTG 4520, MKTG 4530, and MKTG 4810 or 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. Course must be taken within one quarter of graduation 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 4580 Collaborative Innovation: Designing New Customer Experiences (4 Credits)
Innovation is a driving force of change for organizations and markets. It is becoming increasingly clear that the development of novel and compelling offerings requires the contributions of multiple stakeholders, including customers. Companies such as Apple, Facebook and Google, focus on engaging an ecosystem of partners to develop new value propositions to continually improve customer experiences. This course explores the collaborative processes that drive value creation and innovation. Students will learn to strategically apply design thinking and community-building approaches to innovate customer experiences in ever-changing markets. Prerequisites: MKTG 4510 and MKTG 4530 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.

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

MKTG 4750 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 and MKTG 4530 or instructor permission.

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)
IMC is a critical component of marketing strategy and is vital to business success in today’s economy. Organizational, technological, and social trends of the past few years have considerably impacted marketing communications by necessitating new communication strategies and adding new delivery tools (e.g., digital and social). Thus, it is important to integrate all marketing communication activities into one master plan. This course is based upon the notion that marketing communications include much more than advertising. The course provides students with a foundation in the development and execution of communications strategies for any organization (large, small, public, or private). Primary emphasis is placed on consumer insight, branding, market segmentation and positioning, message strategy, sales promotion and the execution of marketing communications through appropriate media technologies. Students will develop an understanding of marketing communications practice through a real-world project, readings, lectures, case analyses and discussions. Prerequisites: MKTG 4510 and MKTG 4530 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. Concurrent enrollment allowed.

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? And what can brand managers do to insure their brand equity is sustainable throughout the product lifecycle? In this project-based [WINTER] or interview-based [SUMMER] course, you’ll learn the underlying principles and theories from brand authorities, then apply them to real-world client challenges. Join us as we create goal-driven brand strategies, harness tactics to build and amplify the brand, foster brand experiences, conversations and relationships, and then learn ways to measure the resulting impact on brand value. Prerequisite: MKTG 4100. Concurrent enrollment 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. Prerequisite: 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. Prerequisite: MKTG 4810.

MKTG 4835 Search Engine Marketing (4 Credits)
The digital marketing landscape has thousands of tools that marketers can utilize to increase revenue, execute on strategies and develop deep brands. This course will review the most essential of those tools: Google Analytics and Google AdWords. Our goal is to enable students to attain individual certification in Google Analytics and begin the process of getting Google AdWords Fundamentals certified. You will be working with real-world clients, helping them increase revenue! 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 3945.

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. 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. Students are required to be within one quarter of graduation. Prerequisites: MS MKTG students only within one (1) quarter of graduation or with instructor permission.
**MKTG 4980 Marketing Internship (0-10 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 Assessment (0 Credits)**
Some experiences are essential to a student’s development, but don’t fit well within the confines of a traditional course. This is a face-to-face, zero-credit required course, held throughout your program. The course involves a series of executive coaching experiences with experts within and outside of Daniels, networking with fellow students and professionals in the Denver area, and assessment of your development through the program.