

MARKETING

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Master of Science in Marketing

The Daniels Master of Science in Marketing program is a 45-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 Marketing Leadership and Professionalism 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 be invited to 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

Degrees and GPA Requirements

Bachelors degree: All graduate applicants must hold an earned baccalaureate from a regionally accredited college or university or the recognized equivalent from an international institution.

University GPA requirement: The minimum grade point average for admission consideration for graduate study at the University of Denver must meet one of the following criteria:

- A cumulative 2.5 on a 4.0 scale for the baccalaureate degree.
- A cumulative 2.5 on a 4.0 scale for the last 60 semester credits or 90 quarter credits (approximately two years of work) for the baccalaureate degree.
- An earned master's degree or higher from a regionally accredited institution or the recognized equivalent from an international institution supersedes the minimum GPA requirement for the baccalaureate.
- A cumulative GPA of 3.0 on a 4.0 scale for all graduate coursework completed for applicants who have not earned a master's degree or higher.

Standardized Test Scores

- GRE or GMAT scores are optional for admission to this program. Applications submitted without scores will receive full consideration. Every application undergoes a comprehensive evaluation, including a careful review of all application materials.
- If you choose to submit test scores, you may upload your Test Taker Score Report PDF, which is considered unofficial. Official scores must be received directly from the appropriate testing agency upon admission to the University of Denver. The ETS institution code to submit GRE scores to the University of Denver is 4842. The code to submit GMAT scores for this program is MZR-GT-65.

Other Requirements

- An admissions interview will be required by invitation only.

English Language Proficiency Test Score Requirements

The minimum TOEFL/IELTS/C1 Advanced/Duolingo English Test score requirements for this degree program are:

- Minimum TOEFL Score (Internet-based test): 80
 - Minimum IELTS Score: 6.5
 - Minimum C1 Advanced Score: 176
 - Minimum Duolingo English Test Score: 115
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Certificate or Specialized Certificate in Digital Marketing

Degrees and GPA Requirements

Bachelors degree: All graduate applicants must hold an earned baccalaureate from a regionally accredited college or university or the recognized equivalent from an international institution.

University GPA requirement: The minimum grade point average for admission consideration for graduate study at the University of Denver must meet one of the following criteria:

- A cumulative 2.5 on a 4.0 scale for the baccalaureate degree.
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The minimum TOEFL/IELTS/C1 Advanced/Duolingo English Test score requirements for this degree program are:

- Minimum TOEFL Score (Internet-based test): 80
- Minimum IELTS Score: 6.5
- Minimum C1 Advanced Score: 176
- Minimum Duolingo English Test Score: 115

Other Requirements

- Applicants may be contacted by a Daniels representative to schedule the admissions interview, which will be conducted on campus or via webcam.

Certificate or Specialized Certificate in Marketing Analytics

Degrees and GPA Requirements

Bachelors degree: All graduate applicants must hold an earned baccalaureate from a regionally accredited college or university or the recognized equivalent from an international institution.

University GPA requirement: The minimum grade point average for admission consideration for graduate study at the University of Denver must meet one of the following criteria:

- A cumulative 2.5 on a 4.0 scale for the baccalaureate degree.
- A cumulative 2.5 on a 4.0 scale for the last 60 semester credits or 90 quarter credits (approximately two years of work) for the baccalaureate degree.
- An earned master's degree or higher from a regionally accredited institution or the recognized equivalent from an international institution supersedes the minimum GPA requirement for the baccalaureate.
- A cumulative GPA of 3.0 on a 4.0 scale for all graduate coursework completed for applicants who have not earned a master's degree or higher.

English Language Proficiency Test Score Requirements

The minimum TOEFL/IELTS/C1 Advanced/Duolingo English Test score requirements for this degree program are:

- Minimum TOEFL Score (Internet-based test): 80
- Minimum IELTS Score: 6.5
- Minimum C1 Advanced Score: 176
- Minimum Duolingo English Test Score: 115

Other Requirements

- Applicants may be contacted by a Daniels representative to schedule the admissions interview, which will be conducted on campus or via webcam.

Specialized Certificate in Strategic Marketing and Innovation

Degree and GPA Requirements

Bachelor's degree: All graduate applicants must hold an earned baccalaureate from a regionally accredited college or university or the recognized equivalent from an international institution.

University GPA requirement: The minimum grade point average for admission consideration for graduate study at the University of Denver must meet one of the following criteria:

- A cumulative 2.5 on a 4.0 scale for the baccalaureate degree.
- A cumulative 2.5 on a 4.0 scale for the last 60 semester credits or 90 quarter credits (approximately two years of work) for the baccalaureate degree.
- An earned master's degree or higher from a regionally accredited institution or the recognized equivalent from an international institution supersedes the minimum GPA requirement for the baccalaureate.
- A cumulative GPA of 3.0 on a 4.0 scale for all graduate coursework completed for applicants who have not earned a master's degree or higher.

Other Requirements

Applicants may be contacted by a Daniels representative to schedule the admissions interview, which will be conducted on campus or via webcam.

English Language Proficiency Test Score Requirements

The minimum TOEFL/IELTS/C1 Advanced/Duolingo English Test score requirements for this degree program are:

- Minimum TOEFL Score (Internet-based test): 80
- Minimum IELTS Score: 6.5
- Minimum C1 Advanced Score: 176
- Minimum Duolingo English Test Score: 115

Master's Degree Program

Master of Science in Marketing

Degree Requirements

Minimum credits required: 45

Code	Title	Credits
Core coursework requirements		
MKTG 4000	Foundations of Marketing ¹	0
MKTG 4100	Marketing Concepts ²	4
MKTG 4400	Social Awareness and Ethics	2
MKTG 4510	Consumer Behavior	4
MKTG 4520	Marketing Analytics	4
MKTG 4530	Marketing Research	4
MKTG 4550	Marketing Planning	4
MKTG 4570	Digital Strategies	4
MKTG 4810	Integrated Marketing Communication	4
MKTG 4980	Marketing Internship ³	0
MKTG 4981	Marketing Leadership and Professional Development I	1
MKTG 4982	Marketing Leadership and Professional Development II	1
MKTG 4983	Marketing Leadership and Professional Development III	1
MKTG 4999	Marketing Assessment ⁴	0
Elective requirements ⁵		12
Course selection includes:		
MKTG 4515	International Consumer Behavior	
MKTG 4540	Product and Service Innovation	
MKTG 4580	Insights to Innovation	
MKTG 4605	Current Marketing Perspectives	
MKTG 4630	International Marketing	
MKTG 4660	Sports & Entertainment Marketing	
MKTG 4800	Global Integrated Marketing Communication	
MKTG 4805	Foundations of Digital Marketing	

MKTG 4815	Social Media Marketing
MKTG 4820	Brand Management
MKTG 4825	Mobile Marketing
MKTG 4835	Search Engine Marketing: Google Analytics & Google Ads
MKTG 4845	Tech in Marketing: Design Tools and Digital Foundations
MKTG 4900	Advanced Marketing Strategy
Additional Courses	
MKTG 4705	Topics in Marketing
MKTG 4980	Marketing Internship
MKTG 4991	Independent Study (varies)

Total Credits **45**

- ¹ All students are required to complete this orientation course the first quarter they start the program to kick off the Marketing Leadership Series. A \$500 course fee covers the cost of Leadership Experientials throughout the program.
- ² Students with undergraduate coursework in marketing or related experience can substitute MKTG 4100 with an elective pending program director approval.
- ³ Students are required to complete a 0-credit marketing-related internship. Students with relevant work experience can waive this requirement pending program director approval.
- ⁴ All students are required to complete this self-assessment course in the final quarter of their program. Please register for this class in the quarter you expect to graduate.
- ⁵ Students may take electives in other marketing-related topics including entrepreneurship, business, media, and communications. Classes must be graduate level (4XXX) and approved by the program director.

Graduate Certificate Programs

Certificate in Marketing with a Concentration in Digital Marketing

The digital marketing certificate will provide essential work-ready creative, research, communications skills necessary in the digital advertising, content creation, and marketing strategy fields. There are no program or course prerequisites

Minimum Credits Required for Certificate: 24

Code	Title	Credits
Required Courses		
MKTG 4815	Social Media Marketing	4
MKTG 4570	Digital Strategies	4
MKTG 4860	Data Science for Marketers	4
MKTG 4825	Mobile Marketing	4
MKTG 4835	Search Engine Marketing: Google Analytics & Google Ads	4
MKTG 4845	Tech in Marketing: Design Tools and Digital Foundations	4
Total Credits		24

Certificate in Marketing with a Concentration in Marketing Analytics

Minimum Credits Required for Certificate: 24

Code	Title	Credits
Required Courses:		
MKTG 4510	Consumer Behavior	4
MKTG 4530	Marketing Research	4
MKTG 4520	Marketing Analytics	4
MKTG 4580	Insights to Innovation	4
MKTG 4835	Search Engine Marketing: Google Analytics & Google Ads	4
MKTG 4860	Data Science for Marketers	4
Total Credits		24

Specialized Graduate Certificate Programs

Specialized Certificate in Marketing with a Concentration in Digital Marketing

Minimum Credits Required for Certificate: 16

Code	Title	Credits
Select four of the courses below:		
MKTG 4570	Digital Strategies	4
MKTG 4815	Social Media Marketing	4
MKTG 4825	Mobile Marketing	4
MKTG 4835	Search Engine Marketing: Google Analytics & Google Ads	4
Total Credits		16

Specialized Certificate in Marketing with a Concentration in Marketing Analytics

Minimum Credits Required for Certificate: 16

Code	Title	Credits
Required Courses:		
MKTG 4530	Marketing Research	4
MKTG 4520	Marketing Analytics	4
MKTG 4580	Insights to Innovation	4
MKTG 4860	Data Science for Marketers	4
Total Credits		16

Specialized Certificate in Strategic Marketing and Innovation

The Strategic Marketing and Innovation certificate focuses on marketing and innovation to create a positive social impact. It conveys the intention to equip students with the necessary knowledge and skills to excel in integrated marketing communications and brand management while fostering innovation and driving meaningful change. It is targeted for individuals wishing to learn the various functions of marketing (innovation, corporate social responsibility, integrative marketing, and brand management or supply chain management) in order to be better equipped for a new or emerging role.

Minimum Credits Required for Certificate: 16

Code	Title	Credits
Required Courses		
MKTG 4580	Insights to Innovation	4
MKTG 4810	Integrated Marketing Communication	4
MKTG 4820	Brand Management	4
Elective Requirements (Choose one course)		
Choose from MKTG 4380 or MKTG 4675		4
Total Credits		16

MKTG 4000 Foundations of Marketing (0 Credits)

The Master of Science of Marketing program is a deep dive into marketing knowledge and skills. This course onboards students into the program by outlining the program structure, professional leadership and development series, and the faculty and courses that provide a core foundation of marketing. It also provides an overview of six marketing pathways for students to consider as they plan for and navigate their careers as well as the resources and people to support their transformative educational journeys.

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. There is no degree restriction for this course for the graduate students.

MKTG 4150 Marketing and Product Strategy (includes Entrepreneurship Challenge) (4 Credits)

You'll be creating a business plan for the Entrepreneurship Challenge and one of the most essential pieces of that plan is the go-to-market strategy, which will be your final deliverable. For the Entrepreneurship Challenge we will be using design thinking to solve a problem that we can create a business around. Design thinking is an amazing, intuitive way to develop opportunities. We will be covering marketing essentials that enable you to create a compelling go-to-market strategy for your startup. We'll cover research, promotions, product, pricing and more!

MKTG 4220 Customer Experience Management (4 Credits)

Customer Experience (CX) is a customer's brand perception throughout all aspects of the buying journey. As companies integrate with digital platforms, customers are now demanding to connect with brands before purchasing and beyond the features and benefits of a product or service. Marketers are utilizing customer insights, digital preferences, Open AI, and analytics to execute and deliver an outstanding end-to-end customer experience and build brand loyalty. This is a client-project-based course that explores the 5-component framework of customer experience (CX) strategy and includes digital user experience (UX), brand experience (BX), and stakeholder experience (SX) to understand how marketing efforts can drive brand loyalty. Through industry-relevant concepts such as customer journey mapping, CX ecosystem, ESG standards, voice of the customer (VoC), and other stakeholders' experiences, students will gain a tactical understanding and execution of customer experience management plans. This is an eight-week course and includes two-day experiential learning opportunity at our Kennedy Mountain Campus (KMC). There will be a course fee for use of KMC, which is \$75.00 per student. Student must attend the weekend retreat.

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. Cross-list with TRAN 4100.

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: MKTG 4000.

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 the underlying drivers of consumer behavior. This course places a special emphasis on the cultural contexts that influence consumers. Students will learn and apply qualitative and experimental research methods used to study consumers to derive key insights for making marketing decisions. 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 Analytics (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 relying on primary and secondary data, including interviews, 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. 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.

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 behind innovation for industries, organizations, and products. To remain relevant in the marketplace, companies must innovate. Creating new products, services, or processes requires the contributions of multiple stakeholders, including the voice of the customer. Students will gather secondary and primary data and apply it to design processes and models to optimize value creation and drive innovation. Students will learn how consumer insights can enable the development and enhancement of compelling value propositions. Through a thoughtful design process, students will develop a new product, brand the product, and determine a go-to-market strategy. The learning outcomes include how to apply the design-thinking framework, identify human-centered insights, and collaborate to innovate and create delightful customer experiences. Prerequisite: MKTG 4100.

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 4612 Customer Experience Management (1 Credit)

Sprint Course at the Kennedy Mountain Campus Navigating Excellence: The Power of Customer Experience Join our transformative Customer Experience Management (CX) short program (Sprint/Immersion) and expand your student 4D experience! This course is led by seasoned CX consulting professionals to bring real-world applications to an "outdoor" classroom. This dynamic program equips you with essential skills to begin to build a CX management program. Dive into CX competency framework, design thinking, data insights, and strategy. Immerse yourself at the University of Denver's Kennedy Mountain Campus, surrounded by breathtaking vistas and while discussing pressing business challenges. Through industry relevant concepts such as customer journey mapping, CX ecosystem, stakeholder engagement, voice of the customer (VoC) students will gain tactical understanding and execution of customer experience management planning. Elevate your student journey through the power of customer experience.

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 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)

According to LinkedIn, the "Digital Marketing Specialist" role is among the top 10 most in-demand jobs in the USA. Knowing how to utilize digital marketing tools as part of a business strategy is critical in today's marketplace. This course provides the knowledge and skills necessary to plan and implement a digital marketing strategy, create and manage digital marketing campaigns, and select and utilize the most effective tools and technologies to achieve the business's objectives. This is a hands-on course where students will learn how to successfully integrate online tools, including user experience (UX), search engine optimization, pay-per-click advertising, email marketing, content marketing, reputation management, social media, and AI (e.g., ChatGPT.com / WriteSonic.com), within the overall marketing mix. Through simulations, certifications, and in-class assignments, students will acquire the fundamental digital experience that is a "must-have" for a marketing career in today's workplace. Cross listed with MKTG 3480.

MKTG 4810 Integrated Marketing Communication (4 Credits)

Integrated Marketing Communication (IMC), sometimes referred to as marketing campaigns, is a critical component of a marketing strategy and is vital for the success of any business. Organizational, technological, and societal trends over the past few years have presented marketers with a challenge: determining which marketing channels are needed to gain traction, engage customers, and drive economic growth. It's essential to integrate all marketing activities into one master short-term campaign plan. This client-project-based course is designed with the notion that marketing communications encompass much more than traditional advertising or social media, focusing on a multi-channel and integrated approach. Some of the concepts covered include consumer insights, branding, market segmentation, targeting, and positioning. The course provides a foundation in the development and execution of campaign strategies using digital tools, including AI, and promotional strategies through data-driven decision-making. Prerequisites: MKTG 4100 & MKTG 4510 or instructor permission.

MKTG 4815 Social Media Marketing (4 Credits)

(4 credit hours) Social Media Marketing is used by marketers to increase brand awareness, identify key audiences, generate leads, and build meaningful relationships with customers. Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant, and consistent content to attract and retain clearly defined audiences. Marketing professionals entering the workforce today need to be equipped with how to utilize new and constantly updated social media marketing strategies for businesses. By the end of the course, students will know how to implement a successful content strategy for multiple platforms including but not limited to Facebook, Instagram, Twitter, Snapchat, Pinterest, LinkedIn, and YouTube. We will be working with real-world clients and scenarios to help them drive marketing ROI! Cross-listed with MKTG 3490. Prerequisites: MKTG 4100.

MKTG 4820 Brand Management (4 Credits)

Designing a compelling brand is the foundation of marketing. Explore the intricacies of developing a brand strategy to drive growth and ensure consistent brand messaging across the company and product/service lifecycle. Through this client-based course, explore how organizations create a compelling corporate image that inspires trust, builds a sense of community, differentiates, and fosters loyalty to generate brand value. As the digital landscape propels and empowers consumers, discover how brands are co-creating with customers to increase inclusiveness while reducing risk. Learn the concepts and models from brand authorities, then apply this knowledge to real-world business challenges. The learning outcomes are to create a goal-driven brand plan, harness tactics to cultivate brand loyalty, foster brand experiences, and ultimately build sustainable brand equity while measuring success. Prerequisite: MKTG 4100. Concurrent enrollment with MKTG 4100 allowed.

MKTG 4825 Mobile Marketing (4 Credits)

(4 credit hours) 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 covers how mobile marketing is defining business today, including strategy, tracking ROI, advertising, mobile websites, mobile apps, text messaging, QR codes, and the laws and ethics of mobile marketing. Students will use the design thinking process to design a mobile app and create a prototype of the app to solve their target market's problem. At the end of the course, students will deliver a prototype of the mobile app and a mobile marketing plan to promote their mobile tactics. Cross-listed with MKTG3475. Prerequisite: MKTG 4100.

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

(4 credit hours) Search marketing is the cornerstone of many digital marketing campaigns. An understanding of consumers' search behavior provides deep insight into how people make purchasing decisions and form brand affinities. This course examines the strategic use of search engine optimization in marketing to build profitable customer relationships. Topics in the course will include consumer search behavior, search engines and algorithms, website user-experience, on- and off-page SEO, and strategies for conducting SEO campaigns for traditional and niche search engines. The course is designed to teach the fundamentals of SEO through experience with Google Ads and Google Analytics. By the end of this course, students obtain relevant and applicable certifications in search engine marketing. 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 4860 Data Science for Marketers (4 Credits)

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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 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.

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Hours and times arranged by student.

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Courses

MKTG 4000 Foundations of Marketing (0 Credits)

The Master of Science of Marketing program is a deep dive into marketing knowledge and skills. This course onboards students into the program by outlining the program structure, professional leadership and development series, and the faculty and courses that provide a core foundation of marketing. It also provides an overview of six marketing pathways for students to consider as they plan for and navigate their careers as well as the resources and people to support their transformative educational journeys.

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. There is no degree restriction for this course for the graduate students.

MKTG 4150 Marketing and Product Strategy (includes Entrepreneurship Challenge) (4 Credits)

You'll be creating a business plan for the Entrepreneurship Challenge and one of the most essential pieces of that plan is the go-to-market strategy, which will be your final deliverable. For the Entrepreneurship Challenge we will be using design thinking to solve a problem that we can create a business around. Design thinking is an amazing, intuitive way to develop opportunities. We will be covering marketing essentials that enable you to create a compelling go-to-market strategy for your startup. We'll cover research, promotions, product, pricing and more!

MKTG 4220 Customer Experience Management (4 Credits)

Customer Experience (CX) is a customer's brand perception throughout all aspects of the buying journey. As companies integrate with digital platforms, customers are now demanding to connect with brands before purchasing and beyond the features and benefits of a product or service. Marketers are utilizing customer insights, digital preferences, Open AI, and analytics to execute and deliver an outstanding end-to-end customer experience and build brand loyalty. This is a client-project-based course that explores the 5-component framework of customer experience (CX) strategy and includes digital user experience (UX), brand experience (BX), and stakeholder experience (SX) to understand how marketing efforts can drive brand loyalty. Through industry-relevant concepts such as customer journey mapping, CX ecosystem, ESG standards, voice of the customer (VoC), and other stakeholders' experiences, students will gain a tactical understanding and execution of customer experience management plans. This is an eight-week course and includes two-day experiential learning opportunity at our Kennedy Mountain Campus (KMC). There will be a course fee for use of KMC, which is \$75.00 per student. Student must attend the weekend retreat.

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. Cross-list with TRAN 4100.

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 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 the underlying drivers of consumer behavior. This course places a special emphasis on the cultural contexts that influence consumers. Students will learn and apply qualitative and experimental research methods used to study consumers to derive key insights for making marketing decisions. 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 one's 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 Analytics (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 relying on primary and secondary data, including interviews, 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. 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.

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 behind innovation for industries, organizations, and products. To remain relevant in the marketplace, companies must innovate. Creating new products, services, or processes requires the contributions of multiple stakeholders, including the voice of the customer. Students will gather secondary and primary data and apply it to design processes and models to optimize value creation and drive innovation. Students will learn how consumer insights can enable the development and enhancement of compelling value propositions. Through a thoughtful design process, students will develop a new product, brand the product, and determine a go-to-market strategy. The learning outcomes include how to apply the design-thinking framework, identify human-centered insights, and collaborate to innovate and create delightful customer experiences. Prerequisite: MKTG 4100.

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 4612 Customer Experience Management (1 Credit)

Sprint Course at the Kennedy Mountain Campus Navigating Excellence: The Power of Customer Experience Join our transformative Customer Experience Management (CX) short program (Sprint/Immersion) and expand your student 4D experience! This course is led by seasoned CX consulting professionals to bring real-world applications to an "outdoor" classroom. This dynamic program equips you with essential skills to begin to build a CX management program. Dive into CX competency framework, design thinking, data insights, and strategy. Immerse yourself at the University of Denver's Kennedy Mountain Campus, surrounded by breathtaking vistas and while discussing pressing business challenges. Through industry relevant concepts such as customer journey mapping, CX ecosystem, stakeholder engagement, voice of the customer (VoC) students will gain tactical understanding and execution of customer experience management planning. Elevate your student journey through the power of customer experience.

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 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)

According to LinkedIn, the "Digital Marketing Specialist" role is among the top 10 most in-demand jobs in the USA. Knowing how to utilize digital marketing tools as part of a business strategy is critical in today's marketplace. This course provides the knowledge and skills necessary to plan and implement a digital marketing strategy, create and manage digital marketing campaigns, and select and utilize the most effective tools and technologies to achieve the business's objectives. This is a hands-on course where students will learn how to successfully integrate online tools, including user experience (UX), search engine optimization, pay-per-click advertising, email marketing, content marketing, reputation management, social media, and AI (e.g., ChatGPT.com / WriteSonic.com), within the overall marketing mix. Through simulations, certifications, and in-class assignments, students will acquire the fundamental digital experience that is a "must-have" for a marketing career in today's workplace. Cross listed with MKTG 3480.

MKTG 4810 Integrated Marketing Communication (4 Credits)

Integrated Marketing Communication (IMC), sometimes referred to as marketing campaigns, is a critical component of a marketing strategy and is vital for the success of any business. Organizational, technological, and societal trends over the past few years have presented marketers with a challenge: determining which marketing channels are needed to gain traction, engage customers, and drive economic growth. It's essential to integrate all marketing activities into one master short-term campaign plan. This client-project-based course is designed with the notion that marketing communications encompass much more than traditional advertising or social media, focusing on a multi-channel and integrated approach. Some of the concepts covered include consumer insights, branding, market segmentation, targeting, and positioning. The course provides a foundation in the development and execution of campaign strategies using digital tools, including AI, and promotional strategies through data-driven decision-making. Prerequisites: MKTG 4100 & MKTG 4510 or instructor permission.

MKTG 4815 Social Media Marketing (4 Credits)

(4 credit hours) Social Media Marketing is used by marketers to increase brand awareness, identify key audiences, generate leads, and build meaningful relationships with customers. Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant, and consistent content to attract and retain clearly defined audiences. Marketing professionals entering the workforce today need to be equipped with how to utilize new and constantly updated social media marketing strategies for businesses. By the end of the course, students will know how to implement a successful content strategy for multiple platforms including but not limited to Facebook, Instagram, Twitter, Snapchat, Pinterest, LinkedIn, and YouTube. We will be working with real-world clients and scenarios to help them drive marketing ROI! Cross-listed with MKTG 3490. Prerequisites: MKTG 4100.

MKTG 4820 Brand Management (4 Credits)

Designing a compelling brand is the foundation of marketing. Explore the intricacies of developing a brand strategy to drive growth and ensure consistent brand messaging across the company and product/service lifecycle. Through this client-based course, explore how organizations create a compelling corporate image that inspires trust, builds a sense of community, differentiates, and fosters loyalty to generate brand value. As the digital landscape propels and empowers consumers, discover how brands are co-creating with customers to increase inclusiveness while reducing risk. Learn the concepts and models from brand authorities, then apply this knowledge to real-world business challenges. The learning outcomes are to create a goal-driven brand plan, harness tactics to cultivate brand loyalty, foster brand experiences, and ultimately build sustainable brand equity while measuring success. Prerequisite: MKTG 4100. Concurrent enrollment with MKTG 4100 allowed.

MKTG 4825 Mobile Marketing (4 Credits)

(4 credit hours) 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 covers how mobile marketing is defining business today, including strategy, tracking ROI, advertising, mobile websites, mobile apps, text messaging, QR codes, and the laws and ethics of mobile marketing. Students will use the design thinking process to design a mobile app and create a prototype of the app to solve their target market's problem. At the end of the course, students will deliver a prototype of the mobile app and a mobile marketing plan to promote their mobile tactics. Cross-listed with MKTG3475. Prerequisite: MKTG 4100.

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

(4 credit hours) Search marketing is the cornerstone of many digital marketing campaigns. An understanding of consumers' search behavior provides deep insight into how people make purchasing decisions and form brand affinities. This course examines the strategic use of search engine optimization in marketing to build profitable customer relationships. Topics in the course will include consumer search behavior, search engines and algorithms, website user-experience, on- and off-page SEO, and strategies for conducting SEO campaigns for traditional and niche search engines. The course is designed to teach the fundamentals of SEO through experience with Google Ads and Google Analytics. By the end of this course, students obtain relevant and applicable certifications in search engine marketing. Cross listed with MKTG 3485.

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

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