

MARKETING

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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 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

Application Deadlines

- Fall 2018 Priority 1 Deadline: November 1, 2017
- Fall 2018 Priority 2 Deadline: January 15, 2018
- Fall 2018 Priority 3 Deadline: March 15, 2018
- Fall 2018 Priority 4 Deadline: May 1, 2018
- Fall 2018 Final Submission Deadline: August 1, 2018

Admission Requirements

- **Online admission application**
- **\$100 Application Fee**
- **University Minimum Degree and GPA Requirements**
- **Transcripts:** (<http://bulletin.du.edu/graduate/admission-and-enrollment-policies/admission-process-and-standards-for-all-applicants/transcripts-and-proof-of-degree>) One official transcript from each post-secondary institution.
- **GRE** (<http://bulletin.du.edu/graduate/admission-and-enrollment-policies/admission-process-and-standards-for-all-applicants/university-admission-criteria>): The GMAT or GRE is required. Scores must be received directly from the appropriate testing agency by the deadline. The GMAT code number for the Marketing program is MZR-GT-65. The GRE code number is 4842. The admissions committee will consider GMAT or GRE waiver requests from candidates who meet one of the following standards (on a case-by-case basis):
 - Received an accredited master's degree in a related field.
 - More than 84 months of related professional experience.
 - DU students that meet the provisions for the Masters Accelerated Admissions Process.
- **Essay:** Two required and one optional essay. Essays are assessed for clarity, organization, conciseness and grammar. The essays should communicate what the candidate hopes to achieve at Daniels and in the future and how he/she will contribute to the Daniels community.
 - Required: Briefly discuss your career objectives post-graduate school. How will your professional experience, combined with our degree program, help you to achieve these goals? What are your alternative career paths? (350 words)
 - Required: Respond to one of the following prompts (250 words):
 - My favorite memory is...
 - I'm most afraid of...

- My greatest challenge has been...
- I'm most proud of...
- Optional: Is there anything else that we should know as we evaluate your application? If you feel your credentials and essays represent you fairly, please don't feel obligated to submit another essay. (250 words).
- **Résumé:** Submit a professional résumé that demonstrates the scope of professional experience and educational achievements. Utilize our résumé guidelines (<https://daniels-pull-universityofdenv.netdna-ssl.com/assets/resume-guide.pdf>) for assistance.
- **Other Requirements:** Applicants may be contacted by a Daniels representative to schedule the admissions interview, which will be conducted on campus or via webcam.

Additional Standards for Non-Native English Speakers

Official scores from the Test of English as a Foreign Language (TOEFL), International English Language Testing System (IELTS) or Cambridge English: Advanced (CAE) 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. The minimum TOEFL/IELTS/CAE test score requirements for the degree program are:

- **Minimum TOEFL Score (paper-based test):** 575
- **Minimum TOEFL Score (internet-based test):** 94 (No less than a 20 on any section)
- **Minimum IELTS Score:** 7.0 (No less than a 6.0 on any section)
- **Minimum CAE Score:** 185 (No less than a 170 on any section)
- **English Conditional Admission Offered:** No, this program does not offer English Conditional Admission.

Read the English Language Proficiency (<http://bulletin.du.edu/graduate/admission-and-enrollment-policies/additional-standards-for-non-native-english-speakers/english-language-proficiency-ielts-toefl>) policy for more details.

Read the English Conditional Admission (ECA) (<http://bulletin.du.edu/graduate/admission-and-enrollment-policies/additional-standards-for-non-native-english-speakers/english-conditional-admission-eca>) policy for more details.

Read the Required Tests for GTA Eligibility (<http://bulletin.du.edu/graduate/admission-and-enrollment-policies/additional-standards-for-non-native-english-speakers/required-tests-for-gta-eligibility>) policy for more details.

Additional Standards for International Applicants

Per Student & Exchange Visitor Program (SEVP) regulation, international applicants must meet all standards for admission before an I-20 or DS-2019 is issued, [per U.S. Federal Register: 8 CFR § 214.3(k)] or is academically eligible for admission and is admitted [per 22 C.F.R. §62]. Read the Additional Standards For International Applicants (<http://bulletin.du.edu/graduate/admission-and-enrollment-policies/additional-standards-for-international-applicants>) policy for more details.

Financial Aid

There are many different options available to finance your education. Most University of Denver graduate students are granted some type of financial support. Our Office of Financial Aid is committed to helping you explore your options.

Master of Science in Marketing

Degree Requirements

Code	Title	Credits
Core coursework requirements		
MKTG 4000	Foundations of Marketing ¹	0
MKTG 4400	Social Awareness and Ethics	2
MKTG 4510	Consumer Behavior	4
MKTG 4520	Marketing Metrics	4
MKTG 4530	Marketing Research	4
MKTG 4550	Marketing Planning	4
MKTG 4570	Digital Strategies	4
MKTG 4580	Collaborative Innovation: Designing New Customer Experiences	4
MKTG 4810	Integrated Marketing Communication	4
MKTG 4980	Marketing Internship ³	2
MKTG 4998	Marketing Leadership and Professionalism ²	1
MKTG 4998	Marketing Leadership and Professionalism ²	1
MKTG 4998	Marketing Leadership and Professionalism ²	1

MKTG 4999	Marketing Assessment ⁴	0
Elective requirements		12
Course selection includes:		
MKTG 4220	Customer Experience Management	
MKTG 4540	Product and Service Innovation	
MKTG 4605	Current Marketing Perspectives	
MKTG 4630	International Marketing	
MKTG 4635	International Consumer Behavior	
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	
MKTG 4845	Tech in Marketing: Design Tools and Digital Foundations	
MKTG 4850	Integrated Marketing Communication Campaign	
MKTG 4900	Advanced Marketing Strategy	
Additional Courses		
MKTG 4705	Topics in Marketing	
MKTG 4980	Marketing Internship	
MKTG 4991	Independent Study (varies)	
Minimum Number of Credits Required		45-47

- ¹ All students are required to pass the Marketing Foundations exam prior to beginning the degree. The study materials and exam will be accessible online through Canvas.
- ² MKTG 4998 is a series of three one-credit courses, which includes a selection of workshops and seminars. Check Canvas for upcoming events. The events will generally be on Fridays, but not every Friday. Please register for this class in each of the first three quarters you are enrolled in the MS in Marketing at Daniels.
- ³ If limited full-time work experience, 2 hours of internship is required in addition to the 33 required course hours.
- ⁴ MKTG 4999 is a required zero-credit course that includes program assessment; you must pass to graduate. Check Canvas for upcoming events. The few events in this course will generally be on Fridays. Please register for this class in the quarter you expect to graduate.

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 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 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: Pass foundations exam or MKTG 4100.

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 (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. At least eight hours of graduate level MKTG courses or with instructor permission.

MKTG 4550 Marketing Planning (4 Credits)

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

MKTG 4560 Pricing Strategy (4 Credits)

This course provides an overview of all aspects of Pricing, a key driver of growth and profitability. As one of the 4 "Ps" of Marketing, attention and interest in Pricing is growing. This is not surprising, given that Price is the one "P" that drives the topline, with a direct impact on revenue growth, customer growth, market share, and profitability. This Pricing survey course examines established and emerging pricing strategies and principles. In addition, students learn some basic analytical tools that can be applied to pricing strategy decisions and explore approaches to optimize the impact of pricing strategies and tactics, including segmentation, addressing the competition, and communicating value. Prerequisites: MKTG 4510, MKTG 4520, and MKTG 4530 or instructor permission.

MKTG 4570 Digital Strategies (4 Credits)

We're 20 years into the digital marketing revolution and the ecosystem continues to evolve. From the birth of the Internet and email to the recent addition of messaging apps and the Internet of Things: It's a fantastic time to be a marketer. In this class, we will take what you learned in consumer behavior and extend it in the social/mobile/search realm. We'll utilize lessons learned from cognitive neuroscience combined with qualitative/quantitative data to create one-to-one marketing experiences for B2B/B2C consumers. Prerequisites: MKTG 4510 and MKTG 4530 or instructor permission.

MKTG 4580 Insights to Innovation (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. Prerequisites: MKTG 4100.

MKTG 4635 International Consumer Behavior (4 Credits)

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

MKTG 4660 Sports & Entertainment Marketing (4 Credits)

There are few products for which consumers are more passionate than their sports and entertainment expenditures, so this topic is always an exciting one in marketing. This course provides an in-depth look at the processes and practices of marketing sports, concerts, film and other entertainment. The course emphasizes the practical use of advertising, promotion and public relations in creating athlete or entertainer images, providing a quality fan experience, promoting sponsorships or driving event ticket sales. Participation in a current sports marketing project provides context for graduate students to apply theory to practice. Cross listed with MKTG 3660. Prerequisites: MKTG 4100.

MKTG 4670 Competitive Strategies (4 Credits)

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

MKTG 4675 Entrepreneurial Marketing (4 Credits)

The course objective is to give students the necessary tools and concepts to think strategically and tactically about value creation through new product management.

MKTG 4705 Topics in Marketing (1-4 Credits)

TOPIC CHANGES EACH TERM.

MKTG 4800 Global Integrated Marketing Communication (4 Credits)

The Global IMC class is for graduates who have worked in marketing communications or have taken marketing communications classes and want to gain an understanding of how use this knowledge in the global marketplace. It helps students to understand similarities and differences between markets and how to most effectively approach them. What are the IMC tools that work best and how do you use them with cultural sensitivity? The class features a number of guest speakers and at least one off-site agency visit. The finale to this high-intensity class will have competing teams creating a global campaign. Prerequisites: MKTG 4810 or instructor permission.

MKTG 4805 Foundations of Digital Marketing (4 Credits)

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

MKTG 4810 Integrated Marketing Communication (4 Credits)

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.

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 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.

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 3495.

MKTG 4850 Integrated Marketing Communication Campaign (4 Credits)

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

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

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

MKTG 4900 Advanced Marketing Strategy (4 Credits)

Making sound strategic marketing decisions in the real world is complex and challenging, even for seasoned executives. Determining sound strategies is critical. Implementing them effectively and profitably is essential. How can managers increase their chances for making better strategic marketing decisions leading to more successful outcomes more often? This course applies concepts, constructs and learning acquired in prior marketing courses to complex strategic decisions. Live cases are at the heart of the course, challenging teams and individuals to make specific marketing decisions in the context of larger strategic marketing and company contexts, including accounting for top- and bottom-line impact. Prerequisites: At least eight hours of graduate level MKTG courses or with instructor permission.

MKTG 4980 Marketing Internship (0-10 Credits)

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 4998 Marketing Leadership and Professionalism (1 Credit)

This course involves several executive coaching experiences. Beyond the first year, students are expected to remain engaged in several experiences in and around campus to continue to improve their leadership skills. The course is pass/fail for all students. In the weekend leadership experience, you explore yourself as an ethical leader in the world of marketing in the 21st Century. How can you add value to and derive value from the business world that surrounds you? You will evaluate the styles of leadership that will best empower and inspire you to find success in your work. As an introduction to and exploration of your personal leadership style, this course addresses: 1. Your leadership style and how it relates to current and future trends for business, government, and society. 2. How to improve your leadership in three critical areas of marketing—creating economic, social and environmental value. Understanding the power that you have to make an impact as a leader or a follower working in teams, recognizing that most success and progress in business will take place by working with others. Your personal development as a leader and follower is thus of the utmost importance. In short, we hope to fire your imagination as to what is possible, as well as ground your dreams in the realities and complexities of leadership in the 21st Century.

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.

MKTG 6300 Marketing Research Seminar (4 Credits)

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