

Daniels College of Business
University of Denver
MS Marketing Program (45-47 credit hours)
Revised: May 17, 2018

MKTG 4100: Marketing Concepts (4 credit hours)

Limited to PMBA Students only

Offered: Summer and Winter

Ever wonder how grocery companies choose which new products to launch? Or how Apple decides the price of its newest electronic wonder? Or what's behind those Super Bowl ads we love to watch? This course will provide 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 will investigate marketing strategy and tactics using contemporary examples from the headlines, active class discussion, and a marketing strategy simulation.

MKTG 4220: Customer Experience Management (CEM) (4 credit hours)

Offered: Spring and Fall

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, Starbucks, and others.

MKTG 4400: Social Awareness & Ethics (2 credit hours)

Prerequisite - MKTG 4000 or pass marketing foundations exam

Offered: Fall

Social awareness & ethics uses a fresh integrated approach to apply 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>

MKTG 4510: Consumer Behavior (2 credit hours)

Prerequisites - MKTG 4000 or pass foundations exam

Offered: Fall

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 credit hours)

Prerequisite: MRKT 4510

Offered: Summer (online)

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.

MKTG 4520: Marketing Metrics (4 credit hours)

Prerequisites - MKTG 4510, MKTG 4530

Offered: Winter

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). Students will learn how to compute marketing ROI and how to make marketing decisions that enhance the bottom line.

MKTG 4530: Marketing Research & Analytics (4 credit hours)

Prerequisites - MKTG 4100 or pass foundations exam

Offered: Fall

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.

MKTG 4540: Product and Service Innovation (4 credit hours)

Offered: Winter

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 Las Vegas. We'll be using Google Ventures rapid sprint framework to develop/test new product ideas.

MKTG 4550 Marketing Planning (4 credit hours)

Required for MS MKTG Students within one quarter of graduation or instructor permission.

Offered: Spring

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 credit hours)

Prerequisite - MKTG 4510, MKTG 4530 or instructor permission

Offered: Spring

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.

MKTG 4580: Collaborative Innovation (4 credit hours)

Prerequisite - MKTG 4510, 4530, or instructor permission

Offered: Spring

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.

MKTG 4605: Current Marketing Perspectives (4 credit hours)

Offered: Winter and Spring Interterms

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 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 credit hours)

Offered: Spring and Summer (Online)

The shrinking planet and constant pressure to maintain a firm's growth mean that global marketing continues to grow in importance. This course introduces the various economic, social, cultural, political, and legal dimensions of international marketing from conceptual, methodological and application perspectives, and emphasizes how these factors should affect, and can be integrated into, marketing programs and strategies. This course provides students with methods for analyzing world markets and their respective consumers and environments, and to equip students with the skills in developing and implementing marketing strategies and decision making in international contexts. It includes a combination of lectures and discussions, case analyses of real global marketing issues, videos and readings from the business press, country snapshots, and a group research project in which student teams launch a discrete product in a foreign country of their choice.

MKTG 4635 International Consumer Behavior (4 Credits)

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

MKTG 4660: Sports & Entertainment Marketing (4 credit hours)

Offered: Winter, Spring and Fall

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

4705 SxSWi: Marketing, Tech and Innovation (4 credit hours)

Offered: Winter, with travel in preceding Winter Interterm

This is a travel course that has students traveling to and attending the world's most amazing conference! [South by Southwest](#) is in Austin Texas and features some of the world's best minds in marketing, tech and innovation. The travel portion occurs at the end of the quarter and students are must apply for acceptance into the course. During the course you'll be deepening your area of expertise with respect to a certain topic. Once at the conference, you'll be documenting the sessions you attend from your own unique perspective. If you're a geek, this class is for you!

MKTG 4705: Topics: Data Science for Marketers (4 credit hours)

Offered: Fall

Data is the essential thread across all aspects of digital marketing. Mobile, social, search and advertising – data touches them all. This class will have you identify the source of the data, transform/reconcile the

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data and then query the data to find right information to help businesses make the best decisions. From there we will work to visualize the data to communicate our strategy. In-class, we will use tools like Import.io, SQL, Mongo, Tableau and CartoDB to name a few. This will be a fast-paced fun class and give you the skills you need for next-gen marketing!

MKTG 4800: Global IMC (4 credit hours)

Prerequisite - MKTG 4810 or instructor permission

Offered: Spring (4 credits), Spring Interterm (2 credits)

The Global IMC class is for graduates who have taken marketing communications classes and want to gain an understanding of how use this knowledge in the global marketplace. It will help 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 will feature 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.

MKTG 4805: Foundations of Digital Marketing (4 credit hours)

Offered: Winter, Spring, Summer and Fall

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

- **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.
- **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.
- **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.

MKTG 4810: Integrated Marketing Communications (4 credit hours)

Prerequisites - MKTG 4510 and MKTG 4530 or instructor permission

Offered: Winter

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 communication through appropriate media technologies. Students will develop an understanding of marketing communications practice through a real-world project, readings, lectures, case analysis and discussions.

MKTG 4815: Social Media Marketing (4 credit hours)

Offered: Winter and Spring

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

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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.

MKTG 4820: Brand Management (4 credit hours)

Offered: Winter

“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.

MKTG 4825: Mobile Marketing (4 credit hours)

Offered: Winter and Spring

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.

MKTG 4835: Search Engine Marketing (4 credit hours)

Offered: Spring, Summer and Fall

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!

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

Offered: Spring, Summer, Fall and Winter

“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 will be a tactical, hands-on class, fun class.

MKTG 4850: Integrated Marketing Communication (IMC) Campaign (4 credit hours)

Prerequisite - MKTG 4810 or instructor permission

Offered: Spring

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

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significant outcome, the IMC Campaign. The project is conducted in a team environment with the guidance of the instructor.

MKTG 4900 Advanced Marketing Strategy (4 credit hours)

Required for MS MKTG Students within one quarter of graduation.

Offered: Fall

Making sound strategic marketing decisions in the real world is complex and challenging, even for seasoned executives. Determining sound strategies is critical. Implementing them effectively and profitably is essential. How can managers increase their chances for making better strategic marketing decisions leading to more successful outcomes more often? This course applies concepts, constructs and learning acquired in prior marketing courses to complex strategic decisions. Cases and/or client projects 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.

MKTG 4980 Marketing Internship (0-4 credit hours)

Prerequisite - At least 3 marketing courses or instructor's permission.

Offered: All quarters

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 you earn school credit, you 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 you learned from your 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 4998 Marketing Leadership and Professionalism (3 credit hours)

Offered: Fall, Winter and Spring

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.