



MKTG 2800 - Introduction to Marketing

Marketing is, at its core, the interface a company has with its customers, and what could be more important in business? This introductory course is a must for any business professional, and anyone seeking to be a savvy consumer or to learn about promoting oneself. It is a challenging, hands-on course with an integrated approach to learning the basic fundamentals of the subject. It develops a student's ability to make sound planning decisions using real information from the external environment to determine market feasibility for a real product. The course has a segmented approach, allowing students to practice application of important concepts in the classroom and engage in teamwork. The segments build upon one another to allow students to create a complete and logically reasoned marketing plan for their chosen product. In teams, students will prepare a written report and deliver an oral presentation about their product. Prerequisite: DCB checkpoint 1 ALL QUARTERS

MKTG 2910 - Consumer Behavior

What's the real reason some consumers want a big SUV? Maybe it's not for off-roading after all! This course is a fascinating look at why consumers buy what they do, and there is often more than meets the eye. CB uses frameworks from psychology and other disciplines to describe how consumers learn and how they make decisions about their purchases. The course also delves deeper into consumer demographic and psychographic characteristics and all of these concepts are then integrated and applied to designing appropriate marketing strategies for different segments. Students will have an excellent opportunity to learn more about the human mind and practical applications for marketing efforts. Prerequisites: MKTG 2800, DCB checkpoint 2 or marketing minor ALL QUARTERS

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

MKTG 2920 - Business-to-Business Marketing

Have you ever considered how a Fortune 500 company provides new computers for its 5,000-plus employees? Organizations are customers too, and the B2B market is the largest of all the markets, far surpassing the consumer market in dollar value. While the lines between B2B and B2C marketing are often blurred, B2B marketing strategies are often unique and more specialized. While consumers choose products based not only on price but on popularity, status, and other emotional triggers, B2B buyers make decisions focused



more on valuable relationships, price and profit potential. Fostering relationships through compelling and relevant content is key. This calls for unique marketing techniques in approaching and building relationships with organizational customers, the dynamics of which will be explored and discussed in this class. Prerequisite: MKTG 2800, DCB checkpoint 2 or marketing minor ALL QUARTERS

MKTG 2930 - Methods of Marketing Research

The modern marketing department is held just as responsible for the dollars it spends as any other business function. To be efficient, marketing professionals must learn to gather the information they need to make evidence-based decisions, understand current and potential target markets, and even generate new ideas. This course covers methods of collecting and analyzing market-related data. In addition to learning basic research concepts, students will design their own surveys, collect data, conduct data analysis in Excel, and present results. Class activities in recent quarters have included a live focus group with the clothing retailer, Sport Couture and as a guest speaker, VP of research from Media News Group. The useful aspects of handling data in this course add essential elements to a student's toolkit for professional practice. Prerequisites: MKTG 2800, STAT 1400, INFO 1020 and DCB checkpoint 2 FALL, WINTER, SPRING

MKTG 2945 - Global Product Innovation

In this course, students learn how products are introduced and managed including developing an understanding of the product innovation process. Companies exist, thrive and prosper by delivering products and services to their customers. As customer needs and desires change and competitive offerings make product selection more difficult, companies must develop products and services that most closely match customer requirements at a maximized speed to market. This course provides students with principles, philosophies, concepts, techniques, processes and models of new product management, and also with the practical aspects of how to analyze and manage new product development issues and situations in the turbulent environments facing business organizations. Prerequisites: MKTG 2800, DCB checkpoint 2 or marketing minor FALL, WINTER, SPRING

MKTG 3110 - The Power of Professional Selling

Do you want to have multiple job offers when you graduate? Studies suggest that students who embrace sales as a professional career are in greater demand than any other type of job. This course explores personal selling as an integral part of the promotional mix and an extension of the marketing concept. Students will learn how to create value for customers by producing and presenting a strategic sales plan. The course work includes opportunities to put theory into action through a series of team challenges that will enable students to



hone individual selling and presentation skills. Prerequisites: MKTG 2800, DCB checkpoint 2 or marketing minor FALL, WINTER, SPRING

MKTG 3360 - Global Transportation Management

Managing a global supply chain involves applying increased discipline to a process with many parts. The key parts of the supply chain over which a company has the least control are the transportation carriers that connect a company with its customers and suppliers in all parts of the world. Global Transportation Systems covers the various modes of transportation including ocean vessel, barge, railroads, truck and air freight. The course touches on the operating characteristics, service, infrastructure, sustainability, ownership, finances, prices and each mode's place in the global supply chain both across borders and domestically in several target countries including the U.S. In addition Global Transportation Systems provides students with an understanding of how public policy affects transportation infrastructure investment, security, cost and service around the world. Prerequisites: MKTG 2800, DCB checkpoint 2 or marketing minor; cross-listed with MKTG 4360 NOT OFFERED IN 16-17

MKTG 3370 - Marketing Channels and Logistics

Of the four Ps (product, price, promotion, and place), MKTG 3370 explores the “place” in a firm’s marketing efforts to gain sustainable competitive advantage. Marketing channels are the routes to market used to sell every product and service that consumers and business buyers purchase everywhere in the world. Logistics is the other half; delivering the right product at the right time to the right place in the right quantities to keep satisfied loyal customers, a crucial element in making the sale. In this course, students learn the design of marketing channels to deliver sustainable competitive advantage while building channel power and managing channel conflict. Sound strategic and tactical channel decisions are taught via an on-line computer simulation. Logistics design and execution includes best practices for demand management, order management, customer service, inventory strategy, transportation, and distribution, all of which are taught through lecture, hands-on exercises, and case studies of the world’s best supply chains. Prerequisites: MKTG 2800, DCB checkpoint 2 or marketing minor; cross-listed with MKTG 4370 NOT OFFERED IN 16-17

MKTG 3375 - Strategic Sourcing

Current businesses face relentless pressure to provide additional value in an ever more competitive world. Globalization of world markets has reconfigured supply networks across the globe, causing increasing complexities and challenges in sourcing. In this course, the student learns about the strategic sourcing process, from the development of a sourcing strategy to establishing, managing, and optimizing the firm’s supply base. A framework for



aligning corporate, business unit and functional department objectives with a sourcing strategy for each commodity purchased by the firm will be presented, along with spend analysis, portfolio analysis, and other best practices for improving a firm's cost and financial performance through improved supply chain performance. Prerequisites: MKTG 2800, DCB checkpoint 2 or marketing minor; cross-listed with MKTG 4375 NOT OFFERED IN 16-17

MKTG 3380 - Global Supply Chain Management

Today's economy of globally sourced manufacturing, developing markets, synchronized e-commerce, international trade lanes, and intertwined economies demand supply chains of global reach to bring goods and services from around the world to local stores or even the consumer's front door. This course addresses the challenges and illustrates the tools required to build, maintain, and expand global supply chains. The course develops the ability to make sound strategic, tactical, and operational supply chain decisions via an on-line simulation tool, and superior supply chain design and performance is taught through in-depth case studies from the world's top 25 supply chains. Students will be able to connect improvements in supply chain design and performance to the financial performance of a firm. Prerequisites: MKTG 2800 and at least two of the following: MKTG 3360, MKTG 3370, MKTG 3375, as well as DCB checkpoint 2 or instructor permission NOT OFFERED IN 16-17

MKGT 3400 - Introduction to Advertising

Tap into your creativity and get some practical experience with this popular and omnipresent form of promotion! This exciting and dynamic course is intended to give the student a firm understanding of the principles and practice of advertising. It includes an introduction to advertising agency operations, and the many department functions. With "agency" team members, the student will create an advertising campaign, from strategy brief to execution, and present the work to an actual client. The real-life aspect of this course creates a memorable and very useful experience for undergraduate students. Recent clients for student projects have included McDonald's and Vail Resorts. Prerequisites: MKTG 2800, and DCB checkpoint 2 or marketing minor FALL, WINTER, SPRING

MKTG 3415 - Integrated Marketing Communication

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. You will develop an understanding of marketing communications practice through readings, lectures, case analysis and discussions. Prerequisites: MKTG 2800, MKTG 2910, MKTG 2930 and DCB checkpoint 2 or instructor permission NOT OFFERED IN 16-17

MKTG 3425 - Brand Management

“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 life cycle? In this course, you’ll learn the elements of brand management based on the consumer-based brand equity model, including a deep understanding of the “design and implementation of marketing programs and activities to build, measure, and manage brand equity.” (Keller 2008, p.xv). Prerequisites: MKTG 2800 and DCB checkpoint 2 or marketing minor. SUMMER

MKTG 3450 - Advertising Media Strategy

This is not your grandparents’ media landscape, or even your parents’ for that matter! And it is no simple task to reach today’s consumer with advertising. The world of media is ever changing; with the digital revolution, media planners and buyers face more challenges than ever. In this course, the student will learn the process of advertising media planning and the role it plays in campaign development. The course provides students an opportunity to create a media plan and creative materials and present them to a “real world” client. Recent clients for student projects have included General Motors (Cadillac) and Altitude Sports. Prerequisites: MKTG 2800, MKTG 3400 and DCB checkpoint 2 or instructor permission. WINTER

MKGT 3460 - Advertising Creative Strategy

This popular course provides an opportunity to go even further with advertising concepts and strategy. This course is designed to let the student experience the life of an ad agency team member. The student will learn what it takes to collaborate with a team in creating brand-building, power ideas, and will be given a campaign assignment by a “real world” client. Students will work from strategy brief to execution, and present the ideas to the



group, at times individually, and at times as a team. The course includes evaluation of one's own work and that of others, application of theories about the presentation of information and images, and strengthening of presentation skills. The student's work in developing a creative campaign should be based on past learning about advertising as well as class lectures and handouts. Creativity is emphasized in all tasks, from ad design through media selection to presentations. Recent clients for student projects include Nestle Purina and Leo Burnett USA. Prerequisites: MKTG 2800, MKTG 3400 and DCB checkpoint 2 or instructor permission. WINTER, SPRING

MKTG 3705 - Advertising Account Management

The intent of this course is to provide the student, who has a sincere interest in advertising, with a hands-on experience working as both an Account Executive at an advertising agency AND as a Brand Manager on the client side. This class will show both sides of the Marketing/Advertising relationship. In the real world, all corporate Brand Managers will be dealing closely with the ad agency via the advertising Account Manager. The student will also present a full IMC campaign to a real world major client at the end of the quarter. Prerequisites: MKTG 2800, MKTG 3400 and DCB checkpoint 2 or instructor permission FALL

MKTG 3470 - Public Relations

Public relations is the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public. You will learn how to gain exposure for an organization or individual, which appeals to their audiences using topics of public interest and news items that do not require direct payment. You will learn how to create coverage for clients for free, rather than paying for advertising. An example of good public relations is generating an article featuring a client, rather than paying for the client to be advertised next to the article. You will identify how to inform the public, prospective customers, investors, partners, employees and other stakeholders and ultimately to persuade them to maintain a certain view about the organization, its leadership, products, or political decisions. Prerequisites: MKTG 2800, MKTG 3400 and DCB checkpoint 2 or instructor permission NOT OFFERED IN 16-17

MKTG 3480 - Foundations of Digital Marketing

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. Prerequisites: MKTG 2800 and DCB checkpoint 2 or marketing minor or instructor permission SUMMER, FALL, WINTER, SPRING

MKTG 3475 - Mobile Marketing

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. WINTER, SPRING

MKTG 3485 - Search Engine Marketing: Google Analytics & AdWords

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! Prerequisites: MKTG 2800 and DCB checkpoint 2 or marketing minor or instructor permission SUMMER, FALL, SPRING

MKTG 3490 - Social Media Marketing

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.

Prerequisites: MKTG 2800 and DCB checkpoint 2 or marketing minor or instructor permission SUMMER, FALL, SPRING



MKTG 3495 - Tech in Marketing: Design Tools and Digital Foundations

“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. Prerequisites: MKTG 2800 and DCB checkpoint 2 or marketing minor or instructor permission FALL, WINTER

MKTG 3705 - Data Science for Marketers

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 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! Prerequisites: MKTG 2800 and DCB checkpoint 2 or marketing minor or instructor permission FALL

MKTG 3605 - Current Marketing Perspectives

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. Prerequisites: MKTG 2800 and DCB checkpoint 2 or marketing minor or instructor permission WINTER AND SPRING INTERTERMS

MKTG 3630 - International Marketing



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 international environmental 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 is designed based on a combination of lectures and discussions of relevant concepts, 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 2800 and DCB checkpoint 2 or marketing minor or instructor permission FALL, WINTER, SPRING, F2F and SUMMER ONLINE

MKTG 3635 - International Consumer Behavior

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 2800, MKTG 2910 and DCB checkpoint 2 or marketing minor or instructor permission SUMMER ONLINE

MKTG 3640 - Services Marketing

The unique challenges of selling the "invisible" characteristics inherent to services marketing are identified and addressed in this course. Students will investigate customer



requirements, alignment of service design and standards, service failure and recovery strategies, and the complexity of long-term customer relationships relevant to service organizations. Because of the difficulty in describing and depicting service development, students will design a service blueprint that serves as an innovative tool in the strategic process. In addition to relevant industry speakers, experiential learning through field trips contributes significantly to the student's overall understanding of the service environment. Prerequisites: MKTG 2800 and DCB checkpoint 2 or marketing minor FALL, (SPRING in some years)

MKTG 3650 - Innovation Strategies

This course is a fresh and dynamic course, which both challenges and leverages traditional marketing thinking in new and creative ways. Students read a variety of pieces from contemporary thought-leaders in the world of business, marketing, philosophy, and education to give context and perspective to innovative thinking and ideation techniques which are relevant and necessary for today's marketing leaders. Hands-on activities, reality-based projects, and interactive debates are the hallmarks of this course. Recent guest speakers have included William Espey (CMO, Chipolte), Justin Breseler (VP Marketing, Visit Denver) and recent alumni. One past Innovation Strategies student recently said, "After going through this intellectually stimulating class marketing no longer feels like consumer manipulation but rather it feels like strategy, design, and solutions that can come together and make culture and business better - it is really important." Prerequisites: MKTG 2800 and DCB checkpoint 2 or marketing minor WINTER, SPRING

MKTG 3660 Sports & Entertainment Marketing

There are few products about 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. Prerequisites: MKTG 2800 and DCB checkpoint 2 or marketing minor or instructor permission WINTER, SPRING, SUMMER

MKTG 3704 Topics - Profiles In Leadership

What educational qualifications, management skills, and professional experiences lead to the CEO's office? How do C-level executives make strategic decisions that benefit their organization? What traits do executives look for in potential employees and future leaders? This course is a seminar designed to provide exposure to high-level executives and the



decisions they face. A diverse set of speakers is invited to class to describe their career, their views on leadership, and particularly challenging decisions they faced during their career. The speakers are selected to represent a variety of business types, career paths, and leadership perspectives. The course encourages students to evaluate the speakers in the context of selected dimensions of leadership. Prerequisites: MKTG 2800 and DCB checkpoint 2 or marketing minor NOT OFFERED IN 16-17

3705 - Digital Expertise Development (Part 1) (2 credit hours)

You will research areas related to Digital Marketing that you are passionate about and develop your own perspective through the creation of Flipboard magazines and commentary on the content you find. This is a unique course in that it's the first step of a two-step process. After taking this course, you'll be eligible for the 3705 SxSWi: *Marketing, Tech and Innovation* course. (This is a PREREQ for SxSWi: *Marketing, Tech and Innovation*.) Prerequisites: MKTG 2800 and DCB checkpoint 2 or marketing minor or instructor permission WINTER

3705 SxSWi - Marketing, Tech and Innovation (Part 2) (2 credit hours)

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 winter quarter/spring interterm and students 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 and you need to take the following items into consideration before registering:

- This is a 2-credit class
 - The PREREQ is *Digital Expertise Development (Part 1)*
 - The SxSWi conference may fall within winter finals week and your professors' approval and written declaration of their willingness to work with us is required to register (i.e. taking the final exam early, proctoring exam while in Austin)
- Prerequisites: MKTG 2800 and DCB checkpoint 2, Digital Expertise Development or instructor permission SPRING

MKTG 3705 - Social Consumer Behavior. Brazil vs. U.S.

Brazil is a world power in regards to social media adoption/usage. It is constantly ranked number two or three in regards to the top social media venues. Daniels' students will create a compare/contrast report/presentation outlining the differences in social media usage between the US culture and Brazilian culture.

Students will be conducting qualitative/quantitative research to determine consumer trends in the US and Brazil and then compare them. As a part of the course, students will be traveling to Brazil in late November to complete the research. Prerequisites: MKTG 2800 and DCB checkpoint 2 or instructor permission FALL

MKTG 3950 - Integrative Marketing Strategy

You may have heard the saying that “The journey is as important as the destination.” In organizations the corollary is that strategic planning is as important as the plan. As a result, the planning process has become increasingly important for all business functions (e.g., production, accounting, R & D, marketing). The objective of this course is to enable students to utilize a rigorous planning process to develop marketing programs. This activity involves integrated problem solving using concepts, theories, and primary and secondary information, and is characterized by logical use of facts leading to alternatives, which in turn lead to solutions. By the end of the course students should be able to develop effective marketing programs, and to understand the applications and limitations of the principal planning tools a marketing manager has at his/her disposal.

Prerequisites: MKTG 2800, 2910 and 2930; to be taken within 2 quarters of graduation FALL, WINTER, SPRING

MKTG 3980 - Marketing Internship

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). Prerequisites: at least 3 marketing courses or instructor’s permission ALL QUARTERS