

Department of Marketing Course Descriptions

UNDERGRADUATE COURSES

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.

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. PREREQ: MKTG 2800

MKTG 2920 Business-to-Business Marketing

Ever wonder how the food you eat and the clothes you wear arrive at your favorite stores? While business-to-consumer (B2C) marketing may be more familiar to many of us, nearly 75% of all marketing positions in the U.S. and around the globe are in the B2B sector. 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. Recent guest speakers have included principals of Smash Marketing and the former CMO of Emerson Electric. PREREQ: MKTG 2800

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. PREREQ: MKTG 2800

Department of Marketing Course Descriptions

MKTG 2940 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, recommend senior standing for Marketing majors and minors

MKTG 3110 Personal 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 consultative sales strategy. 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.

MKTG 3120 Sales Management

Methods and policies for effective sales force development and administration; selection, training, compensation, motivation and supervision of salespeople.

PREREQ: MKTG 3110

MKTG 3360 Global Transportation Systems

Managing a global supply chain involves applying increased discipline to a process with many parts. The key parts of the supply chain over which a company has the least control are the transportation carriers that connect a company with its customers and suppliers in all parts of the world. Global Transportation Systems covers the various modes of transportation including ocean vessel, barge, railroads, truck and air freight. The course will touch on the operating characteristics, service, infrastructure, sustainability, ownership, finances, prices and each mode's place in the global supply chain both across borders and domestically in several target countries including the U.S. In addition Global Transportation Systems will provide the student with an understanding of how public policy affects transportation infrastructure investment, security, cost and service around the world. The course provides a solid foundation for other supply chain courses.

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

Department of Marketing Course Descriptions

the other half; delivering the right product at the right time to the right place in the right quantities to keep satisfied loyal customers, a crucial element in making the sale. In this course, students learn the design of marketing channels to deliver sustainable competitive advantage while building channel power and managing channel conflict. Sound strategic and tactical channels decisions are taught via an on-line computer simulation. The 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.

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.

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. PREREQ: at least two of the following: MKTG 4360, MKTG 4370, MKTG 4375, or instructor's permission

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 Eldora Mountain Resort. PREREQ: MKTG 2800

Department of Marketing Course Descriptions

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. PREREQ: MKTG 3400

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. PREREQ: MKTG 3400

MKTG 3480 Digital Marketing

Students typically see the importance of new digital technologies in their own lives, and businesses too must now connect with customers and other businesses through digital channels and adjust their marketing mix in order to succeed. This course provides the knowledge and skills to plan and implement a digital marketing strategy, create and manage digital marketing campaigns, and select and use the most effective tools and technologies to achieve the business' objectives. The student will learn how to successfully integrate online tools including search engine optimization, pay per click advertising, email marketing, blogs, viral marketing, social media, and online PR within the overall marketing mix. In addition, you will study the similarities and differences covering the mix elements in traditional and digital marketing, along with other topics such as customer relationship marketing, permission and consumer concerns around privacy, trust and security. Marketers with expertise in digital marketing are an invaluable asset to any organization as emerging technology continues to force organizations to adapt in order to excel in the digital age. Guest speakers have included best in class online retailers like Sierra Trading Post and Gaiam.

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

Department of Marketing Course Descriptions

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. PREREQ: MKTG 2800

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 profit and non-profit 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. Recent guest speakers have included Brian Jensen, Senior Vice President of FirstBank Data Corporation and Eric McGough, Managing Director of Northwestern Mutual Financial Network. PREREQ: MKTG 2800

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. PREREQ: MKTG 2800

MKTG 3690: International Business through E-commerce

By definition, e-commerce is a form of international business. The moment one puts up a website on the Internet, it is potentially seen by the whole world and trade might ensue. This course is designed to bring together the concepts of international business and e-commerce. Content for discussion includes current trends, issues that hinder or facilitate such trade across countries and diverse strategies that might work under different cultural, political, legal, social and economic situations. Additionally, advancement in technology during the past few years has changed the way international business is conducted, and further changes are expected. This course will explore the evolution of traditional business and identify new opportunities that are yet to be captured. The focus of this course is not on mastering the technologies themselves, rather on understanding its application for efficient and effective business across countries. PREREQ: MKTG 2800

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

Department of Marketing Course Descriptions

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.

MKTG 3704 Topics: 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.

PREREQ: MKTG 2800

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

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

Department of Marketing Course Descriptions

partnership and providing such great students.” (NCM Media Networks). PREREQ: at least 3 marketing courses or instructor’s permission

GRADUATE COURSES

MKTG 4100 Marketing Concepts

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 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 4510 Concepts of Buyer Behavior

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 4520 Marketing Metrics

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

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.
Prerequisites: MKTG 4100, statistics highly recommended

MKTG 4540 Product and Service Innovation

Developing and introducing new products and services are the lifeblood for companies and a primary responsibility of product management. This course focuses on the timeframe beginning with identifying market opportunities for new products and services through to market launch, with particular attention paid to managing project and processes milestones from inception to introduction. The course addresses how marketing managers can overcome the poor success rates for most

Department of Marketing Course Descriptions

introductions and increase odds for achieving higher success rates more frequently.
PREREQ: MKTG 4100 or instructor's permission

MKTG 4550 Marketing Planning

In this course, teams produce professional marketing plans for local client companies. Every plan presents a real-world marketing challenge and experience, in the sense that the projects come right from the client company's active marketing "to do" list. Each assigns specific strategic and financial marketing outcomes that, if achieved, will benefit the client's business, so clients have a stake in every plan's success. Teams meet with their clients at the client's business and interface with them throughout the project. Teams deliver their *Fortune 500*-level written plans and present them orally to the client company's management at the end of the quarter. Some of the many companies with which recent student groups have worked are Quiznos, Noodles, Dish Network and Kelty. This marketing experience is as real-time and real world as courses get. PREREQ: Within one quarter of graduation or instructor's permission

MKTG 4220 Introduction to Customer Experience Management (CEM)

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, Cox Communication, Starbucks, 24HR Fitness, Frontier Airlines, eBags, and others.

MKTG 4240 Advanced CEM Integration

A key component of every successful customer experience management (CEM) program is the ability to integrate CEM, marketing, financial, and information systems information, concepts, and processes into a successful operation for the customer and the company. This course provides the student with the tools to evaluate the success of customer experience management systems through conducting the CEM Audit. He or she will apply the CEM Audit to evaluate the level of company achievement of CEM goals and objectives. This course builds on the courses in the CEM and IMC programs (primarily MKTG 4810 and MKTG 4220) as well as other courses in marketing and business. In this sense, it is a capstone course, integrating the knowledge and experience acquired through other courses and your life and business experiences. Developing skills in assessment of an organization against CEM standards is the primary objective of this course. PREREQ: MKTG 4220

MKTG 4360 Global Transportation Systems

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

Department of Marketing Course Descriptions

least control are the transportation carriers that connect a company with its customers and suppliers in all parts of the world. Global Transportation Systems covers the various modes of transportation including ocean vessel, barge, railroads, truck and air freight. The course will touch on the operating characteristics, service, infrastructure, sustainability, ownership, finances, prices and each mode's place in the global supply chain both across borders and domestically in several target countries including the U.S. In addition Global Transportation Systems will provide the student with an understanding of how public policy affects transportation infrastructure investment, security, cost and service around the world. The course provides a solid foundation for other supply chain courses.

MKTG 4370 Marketing Channels and Logistics

Of the four Ps (product, price, promotion, and place), MKTG 4370 explores the "place" in a firm's marketing efforts to gain sustainable competitive advantage. Marketing channels are the routes to market used to sell every product and service that consumers and business buyers purchase everywhere in the world. Logistics is the other half; delivering the right product at the right time to the right place in the right quantities to keep satisfied loyal customers, a crucial element in making the sale. In this course, students learn the design of marketing channels to deliver sustainable competitive advantage while building channel power and managing channel conflict. Sound strategic and tactical channels decisions are taught via an on-line computer simulation. The 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.

MKTG 4375 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 (supply base optimization, supplier scorecards, supplier development programs, reverse cost analysis, B2B Auctions, learning curves, value analysis, total cost of ownership, and gain sharing) for improving a firm's cost and financial performance through improved supply chain performance.

MKTG 4380 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

Department of Marketing Course Descriptions

supply chain design and performance to the financial performance of a firm.
PREREQ: at least two of the following: MKTG 4360, MKTG 4370, MKTG 4375, or instructor's permission

MKTG 4630 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 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 4660 Sports & Entertainment Marketing

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.

MKTG 4670 Competitive Strategies

Which companies' marketing strategies are working and why? Which are not working and why? Who's winning in the competitive market place and who's losing? How do you know? What can companies do to win consistently? How and why do companies change strategy? These are some of the questions asked and answered in this "ripped from the headlines" course that examines the execution and results of real business strategies as reported in the current business press. Each week, two to four actual business strategy situations companies are executing that week will be discussed. This course provides the student a set of frameworks to quickly assess these strategies from marketing, financial, organizational and other points of view to determine how and why they are likely to be successful or not. The course will rely on a high level of student in-class participation, active reading of the current business press and presentation of a term project examining the competitive strategies in an industry selected by the student.

MKTG 4690 International Business through E-commerce

By definition, e-commerce is a form of international business. The moment one puts a website on the Internet, it is potentially seen by the whole world and trade might ensue. This course is designed to bring together concepts of international business and e-commerce. Content for discussion includes current trends, issues that hinder

Department of Marketing Course Descriptions

or facilitate such trade across countries and diverse strategies that might work under different cultural, political, legal, social and economic situations. Additionally, recent technology advancements have changed the way international business is conducted, and further changes are expected. This course will explore the evolution of traditional business and identify new opportunities that are yet to be captured. The focus of this course is not on mastering the technologies themselves, but rather on understanding its application for efficient and effective business across countries.

MKTG 4705 Topics: Competitive Marketing Strategies

How does a company actually plan and execute a competitive strategy – and how do managers know if it actually works? These are some of the questions asked and answered in this “ripped from the headlines” course that examines the execution and results of real business strategies as reported in the current business press. Each week, two to four actual business strategy situations companies are executing that week will be discussed. This course provides the student a set of frameworks to quickly assess these strategies from marketing, financial, organizational and other points of view to determine how and why they are likely to be successful or not. The course will rely on a high level of student in-class participation, active reading of the current business press and presentation of a term project examining the competitive strategies in an industry selected by the student.

MKTG 4705 Topics: 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.

MKTG 4705 Topics: 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, create and manage digital marketing campaigns, and select and use the most effective tools and technologies to achieve the business' objectives. The student will learn how to successfully integrate online tools including search engine optimization, pay per click advertising, email marketing, blogs, viral marketing, social media, and online PR within the overall marketing mix. Through team projects and class assignments, students get applied knowledge in developing an e-marketing plan. In addition, students acquire firsthand experience using twitter, blogs, web site graders, keyword research software tools and online media measurement services. Previous guest speakers have included industry leaders and agencies like Theo Mandel, Ph.D, a highly acclaimed author on web site user experience, design and usability, as well as leading email marketing firm, Emma.

Department of Marketing Course Descriptions

MKTG 4705 Topics: Global IMC

The Global IMC December interterm 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 two weeks will have competing teams creating a global campaign.

MKTG 4705 Topics: Public Sector Marketing

With the recent economic downturn, cities have been caught with budget reductions as well as empty retail space. This class will examine the marketing problems that local governments have, students will do a marketing audit and will then develop solutions to issues the city faces. Students will work with a local city client. The class is presented **online** over 4 weeks. There will be one face-to-face meeting at the beginning of the course and two at the end to develop the presentation the class will make to the City Council. All face-to-face class meetings will be in the evening at a time of the class's choosing.

MKTG 4810 Integrated Marketing Communications

Marketers must successfully communicate to consumers to be successful. Integrated Marketing Communications represents the latest approach to this process. This course focuses on how to integrate marketing messages by using brand management as the foundation of creating effective marketing communications. To get a broad perspective on the topic, students will read and discuss both classic and contemporary books on marketing communications. Looking at more than traditional advertising, the class also discusses how social media, outdoor, mobile, product placement, and event marketing are all changing the marketing communications process. The course work focuses on three cases, including a presentation of a proposed advertising campaign.

MKTG 4820 Brand Management

Brands are valued assets for businesses. Building and maintaining strong, valuable brands represent core responsibilities of brand managers. Brand management encompasses brand audits, elements, attitudes, beliefs, images and equity that customers associate with a company's branded offerings. This course focuses on concepts, tools, techniques and strategies for creating, building, measuring, maintaining and managing strong, valuable brands in today's complex marketing landscape.

MKTG 4850 Integrated Marketing Communication (IMC) Campaign

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

Department of Marketing Course Descriptions

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. PREREQ: MKTG 4810 or instructor permission.

MKTG 4900 Advanced Marketing Strategy

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 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.

PREREQ: Student is required to be within two quarters of graduation.

MKTG 4980 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) PREREQ: at least 3 marketing courses or instructor's permission