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# Department of Marketing Course Descriptions

## **GRADUATE COURSES**

### **MKTG 4000 Foundations of Marketing (0 Credits)**

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

### **MKTG 4100 Marketing Concepts (4 Credits)**

This course focuses on formulating and implementing marketing management strategies and tactics for providing customer value. The focus of this course is on marketing strategy – constructing an environmental scan, segmenting the market properly and targeting the appropriate markets. Once strategy has been set, brand management is considered along with using marketing tactics as levers to bring value to the customer. The course provides you with a lens through which you may view the world as a marketer, relating marketing principles to consumer and business actions. There is no degree restriction for this course for the graduate students.

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

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

### **MKTG 4220 Customer Experience Management (4 Credits)**

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

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will be a course fee for use of KMC, which is \$75.00 per student. Student must attend the weekend retreat.

### **MKTG 4380 Supply Chain Management (4 Credits)**

Supply chains are everywhere, from the local store to a large multinational electronics manufacturer operating halfway across the world. From cradle to grave, it is the supply chain management system that links all the numerous stakeholders into one strategic plan for us as customers in markets. These systems link processes such as product design, sourcing, supply chain planning, manufacturing, fulfillment, and reuse. In today's fast-paced markets driven by globalization and technology, knowledgeable professionals in supply chain management are increasingly important for companies to achieve their business objectives. As markets change rapidly, supply chain management professionals are integral to a company's success. This course provides a baseline of knowledge in content and structured problem solving to succeed in the various functions of supply chain management at a managerial level of an organization. Prerequisites: MKTG 4360 and MKTG 4370, or instructor permission. Cross-list with TRAN 4100.

### **MKTG 4400 Social Awareness and Ethics (2 Credits)**

Social awareness & ethics uses a fresh integrated approach to applying the basic fundamentals of marketing to complex and evolving scenarios involving social change and insight, cultural trends and topics, and tricky, often emotional, ethical situations. This course also helps students learn skills in a safe environment and leverage their experience and knowledge to investigate business situations and opportunities in a thoughtful and sophisticated manner. This course develops a student's ability to make sound business planning decisions using real information from the external environment. This course will combine business ethics' overarching intent to protect employees, the environment, and their customers with marketing ethics' principles of honesty, fairness, responsibility, and respect. As part of this, students will learn about and apply Daniels Fund Initiative Principles: [http://www.danielsfund.org/\\_Assets/files/Ethics%20Initiative%20Principles.pdf](http://www.danielsfund.org/_Assets/files/Ethics%20Initiative%20Principles.pdf) Prerequisites: MKTG 4000, MKTG 4100, or instructor permission.

### **MKTG 4510 Consumer Insights (4 Credits)**

What makes consumers tick—and how can marketers uncover, anticipate, and act on meaningful insights about them? This course draws on concepts from psychology, sociology, anthropology, and economics to provide frameworks for understanding the underlying drivers of consumer behavior. In addition to learning about how to ask good questions to capture consumer attitudes and behaviors, students will be equipped to identify patterns in consumer data, anticipate emerging behaviors, and translate these signals into strategic marketing decisions. Students explore how marketers generate consumer insights through qualitative, experimental, and emerging AI-enabled research approaches. The course also introduces innovations such as synthetic consumer simulations and AI-generated data, examining how new technologies are transforming the ways firms study, forecast, and influence consumers in modern marketplaces.

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## **MKTG 4520 Marketing Analytics (4 Credits)**

There's no escape; even marketing managers need to understand financials. This course is designed to introduce MS Marketing students to the principles of financial decision-making and the use of marketing metrics, including customer lifetime value (CLV) and media mix modeling. Students learn how to compute marketing ROI and how to make marketing decisions that enhance the bottom line. Prerequisites: MKTG 4510 or instructor permission.

## **MKTG 4530 Marketing Research (4 Credits)**

Understanding consumers requires careful observation and thoughtful questions. Marketing research represents a methodology for getting the answers needed to be successful in business. This course introduces students to a broad array of marketing research tools relying on primary and secondary data, including interviews, focus groups, ethnographic studies, survey research, and experiments. Students will learn how and when to apply these tools, as well as how to interpret the results to make sound marketing decisions. Prerequisite: MKTG 4000, MKTG 4100, or instructor permission.

## **MKTG 4550 Marketing Planning (4 Credits)**

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

## **MKTG 4570 Digital Strategies (4 Credits)**

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

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## **MKTG 4580 Insights to Innovation (4 Credits)**

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

## **MKTG 4630 International Marketing (4 Credits)**

The shrinking planet and constant pressure to maintain a firm's growth mean that global marketing continues to grow in importance. This course introduces the various economic, social, cultural, political, and legal dimensions of international marketing from conceptual, methodological and application perspectives, and emphasizes how these factors should affect, and can be integrated into, marketing programs and strategies. This course provides students with methods for analyzing world markets and their respective consumers and environments, and to equip students with the skills in developing and implementing marketing strategies and decision making in international contexts. It includes a combination of lectures and discussions, case analyses of real global marketing issues, videos and readings from the business press, country snapshots, and a group research project in which student teams launch a discrete product in a foreign country of their choice. Prerequisites: MKTG 4100.

## **MKTG 4655 Leading the Sales Organization: Structure, Strategy, and Management (4 Credits)**

Sales force design, strategy, and management provides both a strategic as well as a tactical perspective on the sales function. The course is suitable for anyone who will at some point in their career have a managerial position in an organization where salespeople are an integral part of the marketing mix. Topics discussed in class cover various elements of sales force design, strategy, and management including the role of salespeople in company's go-to-market strategy, design of sales organization structure, different sales role structures (inside vs. field etc.), territory management and quota (goal) setting, incentive and compensation design, and hiring and training strategies.

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### **MKTG 4660 Sports & Entertainment Marketing (4 Credits)**

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

### **MKTG 4675 Marketing for Social Impact (4 Credits)**

The integration of Impact + Profit is one of the biggest trends in the startup world-influencing socially-responsible products and driving cause-related branding, customer choice, and loyalty. Marketing for social impact is multifaceted and requires an understanding of how Impact + Profit is essential to social enterprises, B Corps, and nonprofits. Through this course students will develop themselves as purpose-driven professionals knowledgeable in the latest trends of story-driven marketing, conscious capitalism, and social psychology. This course builds upon students' understanding of Design Thinking to think strategically about value creation as it relates to Impact + Profit. Upon completion of the course, students will understand the relationship between business and social good, as well as acquire the necessary knowledge and skills to design a marketing campaign specific to a social enterprise, B Corp or nonprofit. Applicable to all facets of the business and nonprofit world, this advanced elective is open to all MBA students and provides skills and knowledge to help you be indispensable to your company or organization. Prerequisites: MKTG 4100 and any additional 4000-level MKTG course.

### **MKTG 4705 Topics in Marketing (1-4 Credits)**

TOPIC CHANGES EACH TERM.

### **MKTG 4805 Foundations of Digital Marketing (4 Credits)**

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

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## **MKTG 4810 Integrated Marketing Communication (4 Credits)**

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

## **MKTG 4815 Social Media Marketing (4 Credits)**

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

## **MKTG 4820 Brand Management (4 Credits)**

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

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## **MKTG 4825 Mobile Marketing (4 Credits)**

(4 credit hours) Smartphones are the device for today's consumer. Mobile usage easily eclipses all other digital venues, and you will be learning how to harness this ever-evolving field. Knowledge of mobile search, mobile applications, mobile advertising, and location-based services are essential for today's business leaders. This course covers how mobile marketing is defining business today, including strategy, tracking ROI, advertising, mobile websites, mobile apps, text messaging, QR codes, and the laws and ethics of mobile marketing. Students will use the design thinking process to design a mobile app and create a prototype of the app to solve their target market's problem. At the end of the course, students will deliver a prototype of the mobile app and a mobile marketing plan to promote their mobile tactics.

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

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

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

"Software is eating the world." That was the quote from Marc Andreessen way back in 2011. His point was now that software had disrupted the tech industry, it was now evolving into every other industry. Agriculture. Mass transit. Construction. Everything. This prediction has become true with companies like Google and Uber. We're at a point where coding/technology are now a matter of literacy. We are going to work together as a class to make you more literate. We are going to learn how to utilize digital design tools such as Adobe Photoshop and Illustrator to create brand imagery. We'll then move on to learn HTML/CSS and APIs: the building blocks of the Internet. We'll also spend some time prototyping software such as Axure and tap into memes and Gifs. This is a tactical, hands-on class. Cross-listed with MKTG 3495.

## **MKTG 4860: Data Science for Marketers (4 Credits)**

Data is an essential part of (digital) marketing. In fact, data enables the promise of digital marketing: real-time feedback enabling businesses, marketing campaigns to pivot and become predictive. We'll cover what it takes to become a data-driven organization and how to tell stories through data.

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

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

## **MKTG 4980 Marketing Internship (0-10 Credits)**

Daniels College of Business's graduate curriculum is designed to be experiential and build upon practical experience. To gain the full benefit of this curriculum, students are required to expand their experiential learning beyond the short term experiences required in the classroom. Internships that allow students to apply newly learned skills and theories in the workplace are considered an integral to the curriculum and all students are strongly encouraged to seek such opportunities. We learn by doing. That's what a marketing internship at Daniels is all about. Recent studies show that one to three internships on a resume go a long way towards landing that first job in marketing. At Daniels, we network with some of the top marketers in Denver and across the US. Our marketing students have worked at National CineMedia, Integer Advertising, Bank of America, Enterprise, Northwestern Mutual Insurance, eBags, Crispin-Porter + Bogusky, Einstein's, Johns Manville, Ski Magazine, the Pepsi Center, 15 Million Elephants, Flextronics, Merrill Lynch, Dish Network, AEG Live, Altitude Sports & Entertainment, and the list goes on. Not only will students earn school credit, they may very well land a paid internship, and eventually a full-time job.

## **MKTG 4981 Marketing Leadership and Professional Development I (1 Credit)**

This course involves several executive coaching experiences. In the Fall Quarter, you will participate in a weekend leadership experience, where you develop self-awareness of your style as a member and leader of a team. This experience will help build relationships with others in the program and with program faculty, setting you up for successful team experiences in the year ahead. Throughout the quarter, you will participate in other professional development experiences designed to improve your self-presentation skills, networking skills, and awareness of emerging marketing technologies. The exact content of the course will vary by quarter.

## **MKTG 4982 Marketing Leadership and Professional Development II (1 Credit)**

Throughout the quarter, you will participate in other professional development experiences designed to improve your self-presentation skills, networking skills, and awareness of emerging marketing technologies. The exact content of the course will vary by quarter.

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## **MKTG 4983 Marketing Leadership and Professional Development III (1 Credit)**

Throughout the quarter, you will participate in other professional development experiences designed to improve your self-presentation skills, networking skills, and awareness of emerging marketing technologies. The exact content of the course will vary by quarter.

## **MKTG 4999 Marketing Assessment (0 Credits)**

This course, taken at the end of the MS Marketing program, is designed to assess what students know and can do as a result of being in the program, as well as to capture student feedback about the overall program. The assessments provide input to the Marketing faculty to enable continuous improvement in the program.

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