

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 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 the 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.

FALL, WINTER, SPRING, SUMMER (ONLINE ONLY)

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 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, FALL, WINTER, SPRING, SUMMER (ONLINE ONLY)

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. PREREQ: MKTG 2800, FALL, WINTER, SPRING

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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, 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. PREREQ: MKTG 2800, FALL

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. PREREQ: MKTG 2800, FALL, WINTER, SPRING

MKTG 3130: Selling in a Digital World

Selling is no longer about knocking on doors and cold-calling strangers. Business has been disrupted by the integration of digital processes and communication. As power continues to shift to customers, sales professionals must be equipped to build relationships and create value in a digital world. In this course, students will learn how to leverage the power of digital selling in the way salespeople manage interactions with customers, solve problems, and measure their impact. Through lecture, activities, and weekly interactions with sales professionals, students will build on their foundation of sales concepts to learn how to create value for their future stakeholders. PREREQ: MKTG 2800, 3110, SPRING

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MKTG 3140: Sales Management & Leadership

Salespeople are the primary channel of communication between enterprise and customers and therefore, managing them is of paramount importance to sales organizations. Studies suggest that students who undertake sales curriculum are more likely to land a sales job upon graduation and have a higher success rate in their first position. This course uses lectures, case studies, and role-plays to cover critical topics in salesforce management and sales leadership including recruiting, training, deployment, compensation, and evaluation. PREREQ: MKTG 2800, 3110, WINTER, SPRING

MKTG 3220: Customer Experience Management

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 will be a course fee for use of KMC, which is \$75.00 per student. Student must attend the weekend retreat. PREREQ: MKTG 2800, 2910, SPRING

MKTG 3380: 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: MKTG 2800, FALL, SPRING

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

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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, FALL, WINTER, SPRING

MKTG 3435 SXSWi: MKTG TECH & Innovation

This class has graduate and undergraduate students attending the SxSWi Conference in Austin Texas in early March. Prior to the conference, students spend the winter quarter researching the topics they’re most fascinated by and then spend six days at SxSw, neck-deep in the latest trends in marketing, technology and innovation listening to a diverse array of passionate thought leaders from around the world. It's intense and worth every second! PREREQ: MKTG 2800, WINTER

MKTG 3450: Advertising Creative 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 2800, 3400, WINTER

MKGT 3460: Advertising Media 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 2800, 3400, FALL, WINTER

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

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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. PREREQ: MKTG 2800, WINTER

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 - **U**ser **eX**perience 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. **U**ser **I**nterface 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.
- **E**mail 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. PREREQ: MKTG 2800, WINTER, SPRING

MKTG 3485: Search Engine Marketing

An understanding of consumers' search behavior provides deep insight into how people make purchasing decisions and form brand affinities. Search marketing is also the cornerstone of many digital marketing campaigns. This course provides a comprehensive foundation in search marketing and digital analytics as tools for any marketer, as well as hands-on experience with Google Ads and Google Analytics. You will be working with real-world clients, helping them to drive marketing ROI! PREREQ: MKTG 2800, FALL, SPRING

MKTG 3490: Social Media Marketing

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! PREREQ: MKTG 2800, SUMMER, WINTER

MKTG 3495: Tech in Marketing

"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

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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. PREREQ: MKTG 2800, SUMMER, FALL, SPRING

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 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, FALL, WINTER, SPRING, SUMMER (ONLINE ONLY)

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 one's 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. PREREQ: MKTG 2800, SUMMER (ONLINE ONLY)

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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. PREREQ: MKTG 2800, SPRING

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, 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. PREREQ: MKTG 2800, WINTER, SPRING

MKTG 3705 Tpcs: 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! PREREQ: MKTG 2800, WINTER

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MKTG 3705 Tpcs: Ad 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. PREREQ: MKTG 3400 and one other advertising course. PREREQ: MKTG 2800, SPRING

MKTG 3705 Tpcs: AI & Marketing

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. PREREQ: MKTG 2800, SPRING

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.

PREREQ: 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

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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. ALL QUARTERS

MKTG 3991: Independent Study

Independent study provides opportunities for the capable student to do special work under individual supervision in areas not covered by class offerings. Undergraduate students should demonstrate qualities necessary for interested and intensive inquiry. The topic and outline must be agreed upon by the student with the approval of the instructor and department concerned. PREREQ: MKTG 2800

NOTE: The information on when these courses are offered is tentative – it is subject to change.