

# MARKETING, MS

**Program Director:** Vicki Lane  
**Telephone:** 303-315-8468  
**E-mail:** Vicki.Lane@ucdenver.edu

## Introduction

The MS in Marketing degree is designed to provide the skill sets necessary for you to succeed in Marketing Management careers. These positions include upper-level positions (e.g., Chief Marketing Officer), middle-level positions (e.g., Brand Manager, Advertising Account Executive) and positions for those who interface with an organization's markets (e.g., Marketing Analysts). Your MS in Marketing degree from the University of Colorado Denver consists of 10 courses as follows:

- Common Core - 7 courses (21 semester hours)
- Elective/Specialization Option - 3 courses (9 semester hours)

Everyone completes the same 7 common core courses and then can choose either three marketing electives with a MKTG prefix) or a Specialization option that consists of 3 courses. For the Specialization, you can choose from four "Signature" Specializations, three Cross-Over Specializations, or customize your program with three graduate marketing (MKTG) courses of your choice.

## Course Requirements

Code	Title	Hours
<b>Required Core Courses</b>		
BUSN 6560	Marketing Dynamics in the 21st Century	3
MKTG 6010	Marketing Strategy	3
MKTG 6020	Marketing Challenges at the Global Frontier	3
MKTG 6040	Services Marketing for Traditional and Creative Industries	3
MKTG 6050	Market Research Analytics I	3
MKTG 6060	Consumer Intelligence—Psychology and Behavior	3
MKTG 6200	CRM, Big Data, and Marketing Metrics	3
<b>Marketing Electives or Specialization</b>		
Students may select any course numbered 6000 or higher with a MKTG prefix or students may choose from the following marketing specializations:		9
Advanced Market Analytics in a Big Data World (p. 1)		
Brand Communication in the Digital Era (p. 1)		
Global Marketing (p. 1)		
High-Tech/Entrepreneurial Marketing (p. 2)		
Marketing and Global Sustainability (p. 2)		
Marketing Intelligence and Strategy in the 21st Century (p. 2)		
Sports and Entertainment Business (p. 2)		
<b>Total Hours</b>		<b>30</b>

## Specializations

The specializations are areas of focus that will appeal to those who have specific interests or are looking to apply their marketing acumen in particular contexts (e.g., interface with engineering or work in a multinational or nonprofit environment).

The *Signature Specializations* include: Advanced Market Analytics in a Big Data World; Brand Communication in the Digital Era, Marketing Intelligence and Strategy in the 21st Century; and Sports and Entertainment Business (see special degree requirements).

The *Cross-Over Specializations* include: Global Marketing; High-Tech Entrepreneurial Marketing; and Marketing and Global Sustainability.

**Courses required for each of the specializations are listed with the specific specializations below:**

### Advanced Market Analytics in a Big Data World

Marketing and survey researchers gather information about what people think, measure customer satisfaction and repurchase intentions, help companies decide what goods and services to offer and at what price, and detect up-and-coming trends. Marketing researchers need good quantitative skills, strong analytical skills and a good understanding of marketing and buyer behavior. Many of our alumni got their starts in marketing research positions. According to the U.S. Bureau of Labor Statistics, employment is expected to grow faster than average with the best job opportunities for those with an MS marketing degree (Don't just take our word for it; check out <http://www.bls.gov/oco/ocos013.htm>).

Code	Title	Hours
MKTG 6090	Big Data Customer Relationship Management	3
MKTG 6051	Market Research Analytics II	3
Complete any one MKTG 6000 or higher course.		3
<b>Total Hours</b>		<b>9</b>

### Brand Communication in the Digital Era

Are you interested in a career in advertising, promotions or public relations? How about furthering your career in marketing management? Advertising, promotion and public relations managers are creative, highly-motivated individuals who are flexible yet can meet a deadline. They need good verbal and written communication skills and the ability to work well with people. Similar talents are needed by those involved with brand management. This task is central to all marketers, especially those involved with perceptual positioning and the deliverance of positions in a target market (e.g., those working in any phase of market communication and R&D) The U.S. Bureau of Labor Statistics reports that, because of the high visibility of these positions, these managers are often prime candidates for top C-level positions. The job outlook remains promising but competition will be keen, and the best opportunities will go to those with an MS in marketing or an MS marketing /MBA dual degree. (Don't take our word for it, see <http://www.bls.gov/oco/ocos020.htm>).

Code	Title	Hours
<b>Required</b>		
MKTG 6070	Brand Identity & Marketing Communication Strategy	3
MKTG 6092	Digital Media Marketing - Tools and Analytics	3
Complete one MKTG 6000 or higher course.		3
<b>Total Hours</b>		<b>9</b>

### Global Marketing

One of the growing themes of the 21st century economy is the growth of world trade. There is continuing demand for individuals who understand the how to conduct marketing across many different international environments as well as rapidly growing areas such as China and

the emerging markets. This specialization prepares you to effectively compete and succeed in this environment.

Code	Title	Hours
<b>Required Course</b>		
ENTP 6826	International Entrepreneurship	3
<b>Other Courses</b>		
INTB 6020	Cross-Cultural Management	3
	or MKTG 6830 Marketing & Global Sustainability	
	Complete either one MKTG 6000 or higher course, one INTB 6000 or higher course, or one ENTP 6000 or higher course with a global focus.	3
Total Hours		9

## High-Tech/Entrepreneurial Marketing

The American economy was built on a spirit of innovation, hard work and entrepreneurship, and this is surely going to be the path that assures continued American dominance in the technology and business development fields. Most smart innovators know that, in addition to the financial and managerial aspects of a business, it is the marketing function that often makes the difference between success and failure. Whether your interest is in corporate intrapreneurship and the development of high-technology oriented innovations or individual entrepreneurship and the development of a small business with minimal funds, knowing how to create and implement appropriate marketing strategies is fundamental to achieving your goals. This specialization allows you to focus on the type of new business creation path that best suits your aspirations while greatly enhancing your endeavors probability of success. If you aspire to be the next Bill Gates, this is a "must take" degree path for you.

Code	Title	Hours
<b>Required</b>		
ENTP 6842	New Concept Development	3
<b>Other Courses</b>		
Select one of the following:		3
ENTP 6020	Business Model Development & Planning	
ENTP 6620	New Venture Operations and Project Management	
ENTP 6644	Impactful Social Innovation	
ENTP 6801	Building Biotechnology	
ENTP 6822	Legal and Ethical Issues of Entrepreneurship	
ENTP 6826	International Entrepreneurship	
Complete one MKTG 6000 or higher course.		3
Total Hours		9

## Marketing and Global Sustainability

The world has changed. More than ever, companies around the globe need to introduce smart, sustainable brands to lead the way into the future. The strong core of MS marketing courses will give you the skills to become an effective marketing manager, while the specialized set of sustainability courses will give you the knowledge to work toward a better tomorrow. The sustainability courses will focus on the triad of economic, environmental and social sustainable development.

Code	Title	Hours
<b>Required</b>		
MKTG 6830	Marketing & Global Sustainability	3
<b>Other Courses</b>		

Select one of the following:		3
MGMT 6821	Managing for Sustainability	
MGMT 6822	Business Ethics and Corporate Social Responsibility	
MGMT 6826	Business for a Better World	
MGMT 6827	Global Climate Change	
Total Hours		6

## Marketing Intelligence and Strategy in the 21st Century

According to the Bureau of Labor, in 2015 the median salary for Marketing, Advertising, and Promotions Managers was \$124,850. This Specialization is designed to prepare students for these careers across various industries, whether services, products, global, or domestic. It provides a balance across strategy and intelligence. Skills, interests, and capabilities that are relevant include the following:

- Savvy in cultivating and maintaining business relationships
- Capacity to communicate effectively
- Interested in understanding how consumer psychology affects market success
- Fascinated with popular culture and its creation of market opportunities
- Captivated by the integration of branding with media, entertainment, and sports
- Intrigued by the "Internet of things" and how this is changing the relationships between organizations and consumers
- Focused on Creative approaches to business challenges
- Ability to think "out-of-the-box" and generate new ideas to solve market problems
- Knack for planning and organization
- Skill in managing people and resources

Code	Title	Hours
<b>Required Courses</b>		
MKTG 6070	Brand Identity & Marketing Communication Strategy	3
MKTG 6090	Big Data Customer Relationship Management	3
<b>Other Course</b>		
Complete one MKTG 6000 or higher course.		3
Total Hours		9

## Sports and Entertainment Business

The sports business industry is one of the largest and fastest growing in the United States. Add to that the burgeoning music, film, theater, television, cable and other entertainment industries and you've got virtually limitless choices. Every one of those industries needs good marketers. The strong core of marketing courses in the MS marketing program will give you the skills you need to hit the ground running with the specialized courses to teach you how to tailor your skills to the unique needs of the sports and entertainment industries.

If you pursue this specialization you must follow the course requirements listed below as this specialization has a unique degree plan.

#### Business Applications in Sports and Entertainment

Code	Title	Hours
<b>Required Course</b>		
MKTG 6820	Sports & Entertainment Marketing	3
Select four of the following:		12
MKTG 5939	Internship	
MKTG 6040	Services Marketing for Traditional and Creative Industries	
MKTG 6822	"Fan"tastical Consumers of American Sports and Entertainment	
MKTG 6824	Sales and Negotiation for Consumer, Services, Sports, and Entertainment Industries	
MKTG 6826	The Sports and Entertainment Industry	
MKTG 6834	Global Sports & Entertainment Management	
Total Hours		15

#### Business Skills for Sports and Entertainment Managers

Code	Title	Hours
<b>Required Course</b>		
BUSN 6560	Marketing Dynamics in the 21st Century	3
<b>Other Courses</b>		
Select three of the following:		9
MKTG 6010	Marketing Strategy	
MKTG 6050	Market Research Analytics I	
MKTG 6060	Consumer Intelligence—Psychology and Behavior	
MKTG 6070	Brand Identity & Marketing Communication Strategy	
MKTG 6090	Big Data Customer Relationship Management	
MKTG 6092	Digital Media Marketing - Tools and Analytics	
MKTG 6200	CRM, Big Data, and Marketing Metrics	
MKTG 6800	Topics in Marketing	
<b>Marketing Elective</b>		
Complete one MKTG 6000 or higher course.		3
Total Hours		15