

MARKETING (MKTG)

MKTG 1000 - Introduction to Marketing (3 Credits)

Provides an introduction and overview of marketing. Discusses market and buyer analysis. Includes product planning, pricing, promotion and distribution of goods and services. For non-business majors only. Does not satisfy the MKTG 3000 business requirement. Max hours: 3 Credits. Grading Basis: Letter Grade
Restrictions: Restricted to undergraduate majors outside the Business School.

MKTG 1001 - Introduction to Esports Business I (1 Credit)

Students will learn about the exciting world of Esports Business including Esports Marketing, Esports Sponsorships, and Esports fans and consumer behavior?. Other topics will include the following. What are the various types of Esports? What are the career opportunities in esports? Where are the jobs in esports? How do you prepare for a career in Esports? What skills do you need to succeed in the Esports Business. How do Esports Businesses generate revenue? How is Esports connected to traditional sports? How does Esports fit within the entertainment industry. What distribution models are used? Max hours: 1 Credit. Grading Basis: Letter Grade

MKTG 2939 - Internship (1 Credit)

Introductory supervised experiences involving the applications, concepts and skills in an employment situation. Prereq: sophomore standing Max hours: 1 Credit.

Grading Basis: Satisfactory/Unsatisfactory

Restrictions: Restricted to sophomore standing or higher.

MKTG 3000 - Principles of Marketing (3 Credits)

Focuses on the basic marketing concepts of Buyer Behavior, Marketing Research, Marketing Planning and Implementation and the marketing process of product, price, distribution and promotion. This is a business core course therefore a grade of a 'C' or better must be earned to satisfy graduation requirements. Coreq: COMM 1001 or 2050. Note: Coreq of COMM 2050 needs to be completed with a C- or higher to satisfy the requirement. Restriction: Restricted to undergraduate students at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Coreq: COMM 1001 or 2050. Restriction: Restricted to undergraduate students at a junior standing or higher.

Typically Offered: Fall, Spring, Summer.

MKTG 3100 - Marketing Research (3 Credits)

Provides practical experience in research methodologies, planning an investigation, designing a questionnaire, selecting a sample, interpreting results and making a report. Techniques focus on attitude surveys, behavioral experiments, and qualitative research. Prereq: DSCI/ BANA 2010 with a 'C-' or higher and MKTG 3000 with a grade of 'C' or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: DSCI/BANA 2010 with a 'C-' or higher and MKTG 3000 with a grade of 'C' or higher Restriction: Restricted to undergraduate Business majors with junior standing or higher

MKTG 3200 - Consumer Behavior (3 Credits)

Focuses on improving the student's understanding of consumer and organizational buying behavior as a basis for better formulation and implementation of marketing strategy. Blends concepts from the behavioral sciences with empirical evidence and introduces buyer research techniques. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

MKTG 3300 - Social Media in Business (3 Credits)

This course focuses on the fundamentals and practical skills of social media marketing. Topics include social interactions, social media metrics, social media ads, content marketing, viral and influencer marketing, the use of social media in marketing research, managing consumers via social media, as well as other trends in social media marketing. Students engage in hands on applications including the creation and management of real brands' social media marketing activities. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with ISMG 3300. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

Typically Offered: Fall, Spring.

MKTG 3939 - Internship (1-3 Credits)

Supervised experiences involving the application of concepts and skills in an employment situation. To enroll in an internship, students must work with the Experiential Learning Center on campus and have a 2.40 GPA or higher. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max Hours: 9 Credits.

Grading Basis: Satisfactory/Unsatisfactory

Repeatable. Max Credits: 9.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

MKTG 4000 - Advertising (3 Credits)

Analyzes principles and practices in advertising from a managerial viewpoint. Considers the reasons to advertise, product and market analysis as the planning phase of the advertising program, media selection, creation and production of advertisements, copy testing, and development of advertising budgets. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

MKTG 4050 - Applied Marketing Management (3 Credits)

The course is designed to enhance the student's ability to formulate and implement a marketing plan and to better understand the relationship of marketing to other business functions. Emphasized application of marketing concepts through the use of cases, simulations or projects. Prereq: MKTG 3000 with a grade of 'C' or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

MKTG 4051 - Honors Applied Marketing Management (3 Credits)

MKTG 4051 is the honors version of 4050. It is designed to enhance the student's ability to formulate and implement a marketing plan and to better understand the relationship of marketing to other business functions. It will emphasize application of marketing concepts through the use of cases and projects. In the first half of the semester student teams will participate in the Media+Tech Innovation Challenge sponsored by the Media+Tech Collective (formerly Rocky Mountain Cable Association). The case will focus on a topic related to television/media content, its distribution and related technologies. This is the 15th year of the collegiate case competition (which will be virtual in 2021) which matches students with industry mentors and offers students networking opportunities and cash prizes. CU Denver students in the course will compete against students from DU and UCCS. The second half of the semester will include further application of marketing concepts through continuation of the case study competition topics and other cases and projects. Prereq: MKTG 3000 with a grade of 'C' or higher and a 3.0 GPA overall or within the B School. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Ideally students will have taken at least 9 hours in MKTG. Max hours: 3 Credits
Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of 'C' or higher and a 3.0 cumulative GPA. Restriction: Restricted to undergraduate Business majors at a junior standing or higher

MKTG 4200 - International Marketing (3 Credits)

Studies managerial marketing policies and practices of firms marketing their products in foreign countries. Analytical survey of institutions, functions, policies, and practices in international marketing. Relates marketing activities to market structure and environment. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with INTB 4200. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a C- or higher.

Additional Information: Denver Core Requirement, International Perspectives.

Typically Offered: Fall, Spring.

MKTG 4220 - Asian Business Development and Marketing (3 Credits)

This course investigates methods of Business Development and Marketing in the Asian Business Environment. It seeks to examine and explain methods of determining market potential and techniques tapping this market potential in this dynamic and rapidly growing business environment the course uses a combination of experienced guest speakers, Asian business cases and projects to develop the marketing skills in students to successfully compete in Asia. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

MKTG 4250 - Sports Marketing (3 Credits)

This course is designed to understand and evaluate the role and functions of marketing in sports organizations. The course seeks to evaluate the marketing function in sports as well as understand the behavior of fans as consumers, celebrity product endorsements, sponsorship of sporting events for all sport providers, sports intermediaries and channels and advertising and promotion in the sports world. The course is taught using lectures, guest speakers, cases and examinations. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

MKTG 4251 - Music and Media Marketing (3 Credits)

This course explores strategies, tactics and best practices utilized in the marketing of music, performing and dramatic arts. From recording artists and movie studios to repertory theater companies and symphony orchestras, artists and organizations need sound marketing strategies to engage audiences, sell tickets, and market merchandise to maintain profitable and sustainable operations. Restriction: Restricted to undergraduate Business Students with Junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

MKTG 4252 - The Business of Sports (3 Credits)

This course focuses on strategic business issues in the sports industry. It covers business issues for both spectator sports and individual participant Sports. Spectator sports include football, basketball, hockey, baseball, extreme competitive sports, Olympic sports etc.). Participant sports include outdoor adventure Sports (e.g., Hiking, whitewater rafting, Biking), skiing, golf, tennis, and youth sports. Topics include industry trends, strategic planning, management challenges, financing in sports, and major legal issues in sports. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

MKTG 4580 - International Transportation (3 Credits)

Analysis of international transportation (primarily sea and air) in world economy. Detailed study of cargo documentation and freight rate patterns. Included are liability patterns, logistics, economics, and national policies of transportation. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

Typically Offered: Fall, Spring.

MKTG 4620 - Customer Service Strategies (3 Credits)

This course is designed to help students identify and effectively use managerial concepts of customer service. Students will develop an understanding of the concepts as well as knowledge of the strategies that will lead to higher levels of customer satisfaction, loyalty and ultimately customer retention. Students will have the opportunity to gain firsthand knowledge of these concepts and strategies through lectures, guest speakers, cases and projects. Prereq: MKTG 3000 with a C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

MKTG 4700 - Personal Selling and Sales Management (3 Credits)

Introduces the student to principles of personal selling and issues in managing the field sales force. Focuses on models of personal selling, recruiting, selection, training, compensation, supervision, and motivation, as well as organizing the field sales force, sales analysis, forecasting and budgeting. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

MKTG 4720 - Internet Marketing (3 Credits)

Distinctly influences the way marketers conduct marketing activities. The Internet media promises to establish marketing theories, identifies obsolete situations, explores how marketing functions have irreversibly changed as a result of the internet, and outlines basic marketing strategies for successful online marketing. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with ENTP 4720. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

MKTG 4730 - New Product Development for Consumer and Sports Products (3 Credits)

The creation of new products is essential in today's business environment. It is conducive to organizational growth and long-term survival. This course addresses the new product development process in depth. It introduces students to key concepts and issues. It also provides a series of practices which will help students deliver higher value and be more competitive. Prereq: MKTG 3000 with a C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with ENTP 4730. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

MKTG 4760 - Customer Relationship Management (3 Credits)

This marketing-theory driven course examines customer relationship management (CRM) as a key strategic process for organizations. Composed of people, technology and processes, effective CRM optimizes the selection or identification, acquisition, growth and retention of desired customers to maximize profit. Besides presenting an overview of the CRM process, its strategic role in the organization and its place in marketing, students have an opportunity to create simulated CRM database using popular software package that help to illustrate what CRM can do, its advantages and limitations. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Cross-listed with ISMG 4760. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

MKTG 4780 - Preparing Business Plan (3 Credits)

Turn a new business idea into a viable new business by developing a comprehensive business plan including: analysis of the potential demand for the product or service and potential customers; identify competitive advantages and marketing strategies; generate pro forma financial projections; and, design the management team needed. Prereq: ENTP 3000 AND either ENTP 3500 with a grade of 'C-' or higher or BLAW 4120 or ENTP 3120 with a grade of 'C' or higher. For non-business majors only. Can be applied to Entrepreneurship Certificate. Business majors enroll in either MGMT 4780 or MKTG 4780. Come to first class meeting with a carefully considered business idea. Cross-listed with MGMT 4780 and ENTP 3780. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: ENTP 3000 AND either ENTP 3500 with a grade of 'C-' or higher or BLAW 4120 or ENTP 3120 with a grade of 'C' or higher.

MKTG 4784 - Sales Negotiation (3 Credits)

This course focuses on developing advanced professional sales and negotiation skills utilized in successful organizations. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

MKTG 4800 - Marketing Seminar (3 Credits)

Offered to provide consideration of a wide variety of topical issues in marketing, such as, services marketing, pricing, product development or creative marketing strategies. Prereq: MKTG 3000. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

MKTG 4834 - London Calling: Global Sports & Entertainment Management (3 Credits)

Through 2 weeks of visiting organizations and talking with industry elite in London a broader perspective on the Sports and Entertainment Industry is gained. Students will be asked to do advanced reading, participate in discussions, keep a journal and write a reflection paper at the end of the experience. Site visits (to be confirmed) include: Arsenal Football Club, Premier League, the O2 Arena, NHL and NBA regular season games in London, 2012 Olympics Committee, Formula One, Hollywood Studio-International Finance Office, Theatre, Lord's Cricket Ground, All England Lawn Tennis Club/Wimbledon and the office of the Minister of Sport. Prereq: MGMT 3000. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Cross-listed with MGMT 4834, MGMT 6834, and MKTG 6834. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MGMT 3000. Restriction: Restricted to undergraduate Business majors with junior standing or higher.

Additional Information: Global Education Study Abroad.

Typically Offered: Summer.

MKTG 4840 - Independent Study (1-8 Credits)

Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max Hours: 8 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 8.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

MKTG 4950 - Special Topics (3 Credits)

Courses offered on an irregular basis for the purpose of presenting new subject matter in marketing. Prerequisites vary depending upon the particular topic and instructor requirements. Restriction: Restricted to undergraduate Business majors with junior standing or higher.

Repeatable. Max Hours: 9 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 9.

Restriction: Restricted to undergraduate Business majors with junior standing or higher