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 COMM 2050 and BANA 2010 with a grade of 'C-' or higher. Restriction: Restricted to undergraduate students with 45 credit hours or more. Max hours: 3 Credits.
Grading Basis: Letter Grade
Coreq: COMM 1001 or COMM 2050 and BANA 2010 with a grade of 'C-' or higher. Restriction: Restricted to undergraduate students with 45 credit hours or more. 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: BANA 2010 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: BANA 2010 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.

MKTG 3939 - Marketing Research (1 Credit)
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: BANA 2010 and MKTG 3000 with a grade of 'C-' or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

MKTG 4000 - Advertising (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 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 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 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.

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

MKTG 4253 - 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
Prereq: MKTG 3000 with a grade of C- or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

MKTG 4254 - 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.

MKTG 4560 - 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. Requires prerequisite course of MKTG 3000 or MKTG 4050 (minimum grade C-). Restricted to Business (BUSN) majors with Junior standing or higher only.

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 4701 - Sales Analysis and Forecasting (3 Credits)
This course provides an in-depth look at the processes involved in analyzing data and making sales forecasts. Emphasis is placed on the application of computer programs and decision making tools. Topics include the analysis of sales data, product and market profitability, budgeting. 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 4850 - Sport Management (3 Credits)
This course explores strategies, tactics and best practices utilized in the management of sports organizations. From the perspective of managing different types of sports organizations, the course seeks to understand the management functions of marketing in sports organizations. The course seeks to engage audiences, sell tickets, and market merchandise to maintain profitable and sustainable operations. Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

MKTG 4930 - 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 or MKTG 4050 with a grade of C- or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with INTB 4580. Max hours: 3 Credits.
Grading Basis: Letter Grade
Requires prerequisite course of MKTG 3000 or MKTG 4050 (minimum grade C-). Restricted to Business (BUSN) majors with Junior standing or higher only.
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, define 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. 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 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