

# MARKETING (MKTG)

## MKTG 5939 - Internship (1-3 Credits)

Supervised experiences involving the applications of concepts and skills in an employment situation. Repeatable with program director permission and faculty sponsor permission. Prereq: 21 semester hours and 3.5 GPA.

Repeatable. Max Hours: 9 Credits.

Grading Basis: Satisfactory/Unsatisfactory

Repeatable. Max Credits: 9.

## MKTG 6010 - Marketing Strategy (3 Credits)

Focuses on marketing strategy and marketing planning. Addresses the formulation and implementation of marketing plans within the context of the overall strategies and objectives of both profit and not-for-profit organizations. There is heavy emphasis on group projects and presentations. Note: This course is intended to be taken near the end of your program. Prereq: BUSN 6560 completed with a C or better. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: BUSN 6560 completed with a C or better Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.

## MKTG 6020 - Marketing Challenges at the Global Frontier (3 Credits)

Explores problems, practices, and strategies involved in marketing goods and services internationally. Emphasized analysis of uncontrollable environmental forces, including cultures, governments, legal systems, and economic conditions, as they affect international marketing planning. Emphasis on practice through the use of projects and speakers. Note: students cannot receive credit for both MKTG 6020 and INTB 6026.

Restriction: Restricted to graduate business students or NDGR majors and a sub-plan of NBA or NBD. Cross-listed with INTB 6026. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School.

## MKTG 6030 - Sales and Sales Force Management (3 Credits)

Focuses on issues in personal selling and managing the field sales force. Deals with organization sales analysis, forecasting, budgeting and operating, with particular emphasis on the selling task, recruiting, selection, training, compensation, supervision and motivation. Coreq: BUSN 6560. Max hours: 3 Credits.

Grading Basis: Letter Grade

Coreq: BUSN 6560 Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.

## MKTG 6040 - Services Marketing for Traditional and Creative Industries (3 Credits)

Service industries such as health care, finance, information, entertainment, retailing, government, and professional services comprise 80% of the total employment and GDP of the US and an increasing share of GDP in both other developed and emerging economies. This course provides students with the skills to design and deliver high quality services, improve customer satisfaction, and effectively manage service organizations. It also addresses how small, medium, and large firms can develop marketing plans and strategies in the current service environment. A variety of teaching methods may be used to demonstrate these concepts, such as cases, projects, field experiences, and/or guest speakers. Coreq: BUSN 6560. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School. Max hours: 3 Credits.

Grading Basis: Letter Grade

Coreq: BUSN 6560 Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.

## MKTG 6050 - Market Research Analytics I (3 Credits)

The objectives relate to effective marketing information management and include: (1) developing an understanding of the techniques and procedures that can be used to generate timely and relevant marketing information; (2) gaining experience in developing and analyzing information that is decision oriented; and (3) being able to make recommendations and decisions based on relevant and timely information. Computer analysis and projects are employed. Coreq: BUSN 6560 or 6530 or BANA 6610. Max hours: 3 Credits.

Grading Basis: Letter Grade

Coreq: BUSN 6560 or 6530 or BANA 6610 Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.

## MKTG 6051 - Market Research Analytics II (3 Credits)

This course focuses on advanced topics and applications in marketing research. A variety of teaching techniques will be used. Prereq: MKTG 6050. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max Hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 6050 Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School

## MKTG 6060 - Consumer Intelligence—Psychology and Behavior (3 Credits)

Why do consumers buy? How can marketing activities influence buyer behavior? Answers to these questions are key to marketing success & business fortune. In this course, we explore how to understand the heart & soul of consumers & examine the strategic implications of consumer psychology. Course participants conduct a market segmentation project that identifies & dissects various buyer groups within a chosen market. Coreq: BUSN 6560. Restriction: Restricted to graduate business students or NDGR majors and a sub-plan of NBA or NBD. Max hours: 3 Credits.

Grading Basis: Letter Grade

Coreq: BUSN 6560. Restriction: Restricted to graduate business students or NDGR majors and a sub-plan of NBA or NBD

**MKTG 6070 - Brand Identity & Marketing Communication Strategy (3 Credits)**

A brand's identity has a substantial influence on an organization's financial wealth. But brand identity is not simply the result of a great product or a creative ad. Utilizing many real examples, historic approaches, and current trends, this course explores how integrated marketing communications help build a brand identity that reverberates with consumers. Participants create an integrated marketing communications campaign. Coreq: BUSN 6560. Max hours: 3 Credits.

Grading Basis: Letter Grade

Coreq: BUSN 6560 Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.

**MKTG 6090 - Big Data Customer Relationship Management (3 Credits)**

Involves the management of customer relationships to maximize customer service and its associated benefits at minimal cost. Includes services marketing concepts and techniques, IT applications, and software. Designed to acquaint students with practices and issues in state-of-the-art customer relationship management systems in an array of different types of organizations. The course initially focuses on the nature of customer relationship management (CRM) the interaction between strategic management planning, corporate culture and CRM. Other topics examined include successful models of CRM, managing the employee or CRM interface, marketing research, and CRM, and customer trust, loyalty, CRM customer service levels, customer service levels, customer profitability or metrics, selecting and integrating CRM software, CRM integration and timing of CRM roll-out. Coreq: BUSN 6560. Max hours: 3 Credits.

Grading Basis: Letter Grade

Coreq: BUSN 6560 Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.

**MKTG 6091 - Strategic Product Marketing (3 Credits)**

Familiarizes students with key theories and practices regarding products. Successful development of a new product, or extending the life cycle of an existing product. Outlines and necessitates the understanding of product development, key concepts related to successful product management over the course of its life cycle including the way the product function adds synergy to other marketing activities and, in turn, benefits from them. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restrictions: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.

**MKTG 6092 - Digital Media Marketing - Tools and Analytics (3 Credits)**

This course focuses on digital marketing management, skills, applications, and analytics. Topics include web design, web analytics, online advertising, search engine optimization, search engine advertising, email marketing, social media marketing and online reputation management. Students engage in hands on applications in developing digital marketing campaigns in both simulations and for real brands. Coreq: BUSN 6560. Max hours: 3 Credits.

Grading Basis: Letter Grade

Coreq: BUSN 6560 Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.

**MKTG 6093 - Hot Topics in Digital Marketing (3 Credits)**

Students attend The Digital Marketing Summit Conference in Denver, CO. Conference speakers include Leaders in the field of Digital Marketing. Participants will learn about the latest & greatest hot trends in Digital Marketing going on NOW! This conference also includes networking sessions with national industry Leaders and Denver's "Digiterati" community. Numerous state of the art topics include Content Marketing, Search & SEO, Social Media, Mobile, Social Intelligence Data, Wearables, and Engagement. The course builds on this content in a HYBRID format in which participants continue to engage in online learning & discussion, while applying these concepts to create their own unique digital programs. The Digital Conference constitutes the classroom portion of the course and the remainder is completed via additional reading & application under the direction of the course Professor. Enrollment is limited so make plans early. Contact the Director of the Marketing Discipline (Vicki.lane@ucdnever.edu) to reserve your spot. Special conference fees apply. Coreq: BUSN 6560. Restriction: Restricted to graduate business students or NDGR majors and a sub-plan of NBA or NBD. Max hours: 3 Credits.

Grading Basis: Letter Grade

Coreq: BUSN 6560. Restriction: Restricted to graduate business students or NDGR majors and a sub-plan of NBA or NBD

**MKTG 6095 - Advanced Social Media Marketing (3 Credits)**

This online course will help you build the skills required for social media marketing through extensive project experience. The course will help you master social media marketing, including strategy, reputation management, influencer marketing, content marketing, and analytics. Perform a social media audit of a company's social media channels. It will develop your abilities to build comprehensive, social media marketing plans for a company. Prereq: BUSN 6560. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: BUSN 6560

**MKTG 6096 - Advanced Search Marketing (3 Credits)**

Web content including videos, social media posts, blog posts, and website content is only valuable if it can be found. Generating traffic is one of the most successful and cost-effective ways of obtaining business, improving brand awareness, and increasing sales. Two key techniques of search marketing will be explored: search engine optimization (SEO) to improve results from the natural or organic listings, and paid search engine marketing (SEM) including pay-per-click (PPC) efforts to deliver results from the sponsored listings within search engines. Learn how to optimize a website for better performance including through positioning through search engines including Google, Yahoo, and Bing. This course covers how successful websites are structured (information architecture), how search engines work, what they are looking for, how people search, choosing competitive keywords, writing content for your website, building landing pages, tools for measuring website effectiveness, code optimization, link building, and some advanced optimization techniques. Prereq: BUSN 6560. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: BUSN 6560

**MKTG 6200 - CRM, Big Data, and Marketing Metrics (3 Credits)**

CRM (Customer Relationship Management) involves the management of customer relationships to maximize customer benefits at minimal cost. It facilitates decision making about marketing strategies and tactics that are informed by the actual financial outcomes of these decisions. This course provides a toolkit of skills that will help in three areas, 1) identifying important marketing metrics, 2) making accurate assessments of metrics, and 3) applying the results to future decisions. Other topics include successful models of CRM, big data, marketing research, customer trust, customer loyalty, customer profitability, and CRM software. Coreq: BUSN 6560. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School. Max hours: 3 Credits.

Grading Basis: Letter Grade

Coreq: BUSN 6560 Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.

**MKTG 6700 - Marketing Travel Study (3 Credits)**

This is a 2-week travel course, designed to focus on the marketing of the specific country we visit. In the past the travel course has been to Spain and Costa Rica, but the country of destination may be different every time (usually offered every other year). While in the country, students will visit companies (such as advertising agencies, marketing research firms, local grocery stores, marketing departments of multinational corporations, etc.), have lectures/discussions on marketing in that country and work on a marketing plan for a local company or not-for-profit organization.

Prereq: BUSN 6560 with a C or higher. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.

**MKTG 6800 - Topics in Marketing (3 Credits)**

Courses offered irregularly for the purpose of presenting new subject matter in marketing. Consult the current 'Schedule Planner' for semester offerings. Prereq: BUSN 6560. Repeatable. Max hours: 9 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 9.

Restrictions: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.

Typically Offered: Fall, Spring, Summer.

**MKTG 6820 - Sports & Entertainment Marketing (3 Credits)**

This course focuses on techniques for formulating marketing plans for various types of sports organizations. The course deals with marketing issues particularly germane to sports organizations such as: fans as consumers, fan loyalty, sports pricing, servicescapes, player development and sports sponsorships. This course includes lectures, guest speakers, cases, examinations and student group projects. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restrictions: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.

**MKTG 6822 - "Fan"tastical Consumers of American Sports and Entertainment (3 Credits)**

This course explores the study of consumer behavior via the lens of American Sports and Entertainment. Class occurs while students attend a variety of sports and entertainment performances. Students engage in experiential learning via participant and observation research techniques as they attend live performances of American sports and entertainment. The class will attend and study consumers and fans in a variety of venues, (e.g., Baseball, LaCrosse, Fun Run, Hike, Golf, Symphony, Rock Concert Festival, Jazz Concert Festival, American Ninja Warrior filming, Broadway Play, Cirque de Solei, and Museum exhibition). These performances primarily take place in downtown centers, e.g., Pepsi Center, Denver Performing Arts Complex, Coors Field, Sports Authority Field at Mile High, Walk or run through various Denver parks, 16th St. Mall, The Civic Center, the Denver Art Museum. Students will engage in observational and immersive consumer behavior research techniques as part of their experience. They will complete assignments relevant for consumer understanding and business practice. Special fee. Coreq: BUSN 6560. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 3 Credits.

Grading Basis: Letter Grade

Coreq: BUSN 6560. Restriction: Restricted to graduate business students or NDGR majors and a sub-plan of NBA or NBD

**MKTG 6824 - Sales and Negotiation (3 Credits)**

This course focuses on developing executive sales skills and techniques, including contract negotiation, account management, and sales force.

Coreq: BUSN 6560. Restriction: Restricted to graduate business students or NDGR majors and a sub-plan of NBA or NBD. Max hours: 3 Credits.

Grading Basis: Letter Grade

Coreq: BUSN 6560. Restriction: Restricted to graduate business students or NDGR majors and a sub-plan of NBA or NBD

**MKTG 6826 - The Sports and Entertainment Industry (3 Credits)**

This course is designed as a speaker series of sports and entertainment industry elite focusing on: industry trends, strategic planning, management challenges, financing in sports and entertainment business (e.g., stadium/venue financing, sports team valuation, entertainment event guarantee estimation, player/artist salary issues, franchises, and managing disparate revenue streams), and major legal issues in the sports and entertainment industries (entertainment contracts, copyright, trademark and tort law). Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School.

**MKTG 6830 - Marketing and Global Sustainability (3 Credits)**

Marketing & Global Sustainability focuses on the role of marketing in sustainable for-profit and not-for-profit companies from a global perspective. The course examines sustainable business practices and trends; green brands, green labels, and greenwashing; socially-conscious and "green" customer segments; innovating for sustainable new products and services; sustainable retailing and supply chains; and sustainability as a competitive advantage. The course will employ a variety of pedagogical techniques including lectures, discussion, guest speakers, case studies, and projects. Coreq: BUSN 6560. Restriction: Restricted to graduate business students or NDGR majors and a sub-plan of NBA or NBD. Cross-listed with SUSB 6830. Max hours: 3 Credits.

Grading Basis: Letter Grade

Coreq: BUSN 6560. Restriction: Restricted to graduate business students or NDGR majors and a sub-plan of NBA or NBD

**MKTG 6834 - 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. Restriction: Restricted to graduate business school students. Cross-listed with MGMT 4834, MGMT 6834, and MKTG 4834. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to graduate business school students.

Additional Information: Global Education Study Abroad.

Typically Offered: Summer.

**MKTG 6840 - Independent Study (1-8 Credits)**

Allowed only under special and unusual circumstances. Regularly scheduled courses cannot be taken as independent study. This course requires program director permission and faculty sponsor. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School. Repeatable. Max Hours: 8 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 8.

Restrictions: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.