

## MASTER OF SCIENCE

# MARKETING



### INDUSTRY CAREERS

Our Masters of Science (MS) in Marketing prepares students for industry careers in marketing. These programs give students the option to focus on advanced topics specific to Marketing. Whereas students that pursue an MBA take general courses, students who complete an MS in Marketing gain specialized expertise.

### EXPERT FACULTY

Faculty bring unique authority and expertise as marketing and services leaders, both nationally and internationally. Among them are:

- › 8 Ph.D. qualified experts
- › 23 related degrees among the faculty
- › 200 years of combined experience as marketing and services leaders, both nationally and internationally
- › Authors of books and path-breaking articles for the top journals in the field
- › Numerous awards for their contributions and teaching skill

Read more on Faculty and research at [http://ucdenver.link/business\\_faculty](http://ucdenver.link/business_faculty)

### STATE OF THE ART COURSES IN THE HEART OF DOWNTOWN DENVER

MS Marketing courses address the most current and challenging issues that Marketers face today. As well, they prepare graduates to confront an uncertain future. As such, they provide a tool kit, based on a solid scientific foundation, to address applied problems. Students work on real projects that give them an edge. These include Business Plans, Brand Campaigns, and Research Plans. Class size usually ranges from 20 – 45 students. Classes are normally scheduled in the evening and meet 1 or 2 times per week or offered on-line.

**“The MBA/MS in Marketing degrees from the University of Colorado Denver have made an enormous impact in my life. The knowledge I obtained and the relationships I developed during my time at CU Denver have been instrumental in helping me change careers and make a positive impact on my community.”**

**Jennifer Mich Letisch - Corporate Responsibility Manager, ProLogis**

### THE MS MARKETING PREPARES STUDENTS FOR INDUSTRY CAREERS:

Chief Marketing Officer  
 Advertising Managers  
 Brand Managers  
 Brand Communications  
 Entertainment Agent

Financial Services Marketer  
 Fundraiser  
 Sales Managers  
 Non-profit Marketer  
 Director of Marketing

High-Tech Sales  
 Research Analyst  
 Research Managers  
 Sports Marketer

## ▲ MASTER OF SCIENCE

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### PROGRAM REQUIREMENTS

The Master of Science in Marketing requires 30 semester hours, which include: 21 semester hours of marketing core courses and 9 semester hours of specialization.

### REQUIRED COURSES

#### ▲ CORE COURSES (21 Semester Hours)

- › **BUSN 6560** Marketing Dynamics in the 21st Century
- › **MKTG 6010** Marketing Strategy
- › **MKTG 6020** Marketing Challenges at the Global Frontier
- › **MKTG 6040** Marketing Strategy in Service Dominant Firms
- › **MKTG 6050** Marketing Research Analytics
- › **MKTG 6060** Consumer Intelligence – Psychology and Behavior
- › **MKTG 6200** Marketing Intelligence and Metrics

#### ▲ SPECIALIZATIONS

Students can select one of the following specializations (9 Semester Hours)

##### Signature Specializations

- › Market Intelligence and Strategy for the 21st Century
- › Brand Communications in the Digital Era
- › Advanced Marketing Analytics in a Big Data World

##### Cross Over Specializations

- › Global Marketing
- › High-Tech and Entrepreneurial Marketing
- › Marketing and Global Sustainability
- › Sports and Entertainment Marketing

*\*Inquire about the Dual MBA/MS Marketing Degree*

### CU DENVER BUSINESS SCHOOL

- › Located in the center of Denver's vibrant downtown, the Business School at the University of Colorado Denver has been developing bright, motivated business leaders for over 25 years.
- › AACSB Accreditation recognizes the school in the top 5%
- › The school cultivates active partnerships with leading businesses in the region and beyond.
- › As a highly engaged urban institution, at the forefront of industry needs, the Business School offers students unmatched opportunities for internships, field projects, global study and networking.

### STUDENT PROFILE

The MS Marketing program is selective and enrollment is limited. We seek the most qualified students, as demonstrated by GMAT scores, GPA, and work experience. The majority of students already have meaningful experience in a marketing field. They hail from different parts of the US and around the globe. If admitted, you will engage with other marketers, such as product and advertising managers.

### DENVER, COLORADO

Downtown Denver offers many work opportunities and exciting lifestyle options. Colorado, with its frequent sunny days, presents countless choices for outdoor fun and adventure. Please join us to follow your path to success.

To find out more, visit [business.ucdenver.edu/ms/Marketing](https://business.ucdenver.edu/ms/Marketing)  
Admission specific questions? Email us at [bschool.admissions@ucdenver.edu](mailto:bschool.admissions@ucdenver.edu)  
or call: 303-315-8200

Degree specific questions? Email us at [grad.advising@ucdenver.edu](mailto:grad.advising@ucdenver.edu) or  
call 303-315-8110 to schedule an appointment with an Academic Advisor.



**Business School**  
UNIVERSITY OF COLORADO DENVER