

Explore Infinite Career Possibilities with a Degree in Marketing



Marketing is the process of creating value for customers and building long-term customer relationships in order to capture value for an organization.

Marketers must understand customer wants and needs in order to ensure organizations offer the products, services, experiences, pricing, distribution, and even ideas to communicate effectively with the consumer and create satisfied and loyal customers.

Marketing roles cover a variety of areas and can require a range of skills – including the ability to collect and analyze data, creatively solve problems, communicate effectively, and provide leadership.

Become a part of this exciting and diverse field with a marketing degree from Metropolitan State University of Denver.



Why Major in Marketing?

Do you possess strong leadership, analytical and organizational skills? Are you a persuasive and creative problem-solver? With a Marketing degree from MSU Denver, you'll be at the forefront of business. Marketing is a core business function, helping to shape and execute business strategy and drive overall success.

Marketers identify target audiences; research and analyze data about markets; develop products and services, pricing systems, and promotional opportunities; determine the most effective means of distribution; and build public demand for products. Every business or organization has a marketing function. Marketers work for product manufacturing firms, service organizations, advertising and research agencies, consultancies, as well as small businesses, non-profits, and government agencies.

What Can I Do with This Degree?

Marketing is a profession that touches nearly every industry. Here are a few marketing-related disciplines you can pursue:

- Social media
- Advertising
- Brand or product management
- Digital marketing
- Services marketing
- Marketing research
- Professional selling
- New product development
- Global and multicultural marketing
- Strategic marketing management
- Retailing and experiential marketing

What is the MSU Denver Marketing Degree Program Like?



Tops in Sales Education

MSU Denver has been named one of the “Top Universities for Professional Sales Education” by the Sales Education Foundation – the only Colorado University to receive this recognition and one of fewer than 100 institutions nationally.



The MSU Denver College of Business is accredited by AACSB International.

Small Classes Taught by Dedicated Faculty

Our small class sizes – generally fewer than 30 students – enable you to actively interact with your professors and your peers. Our faculty are student and teaching focused, experienced, and nationally recognized.

Several courses provide opportunities to work with local businesses and organizations on real-world marketing issues and problems by creating marketing plans, advertising campaigns, and market research studies. You'll also hear from a variety of marketing speakers from the local business community.

Marketing classes focus on building the skills you need to progress your career, including business writing, presentation, team decision making, and analysis.

Marketing Degree

A **Marketing major** earns a Bachelor of Science in Marketing. Majors take General Studies courses, the College of Business Core classes, as well as required marketing classes, which include:

- Consumer Behavior
- Marketing Research
- International Marketing
- Marketing Strategy
- Four marketing electives; options include:
 - Digital Marketing Fundamentals
 - Social Media Marketing
 - Multicultural Marketing
 - Personal Selling
 - New Product Development
 - Advertising and Promotion Management
 - Marketing of Services

A **minor** offers an excellent complement to many majors. Minors are 18 credit hours and include:

- Marketing
- Digital Marketing
- Advertising and Promotions
- Sales

In addition, Business majors can earn a **Certificate in Sales** or a **Certificate in Digital Marketing**.

Connect with the Department of Marketing



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