



CHALLENGE & OPPORTUNITY

Department
of Marketing

DANIELS_{AT}DU

CONVERGENCE

OPPORTUNITY

This is an extraordinary time to build a career in marketing, a time of challenges and opportunity.

Marketing has become a key driver in business decision making. More and more organizations are embracing sophisticated strategies to successfully respond to the diverse interests of the marketplace. At the same time, technology is affecting every aspect of the profession.

The combined impact of technology and new marketing strategies is not only changing the way traditional functions are handled but is creating entirely new means of producing, pricing, promoting and delivering goods and services.

Clearly, the marketing profession is in a state of dynamic growth. What does that mean for you? Opportunity.

Bringing together traditional and innovative marketing approaches—all within the context of professional decision making—the Daniels College of Business at the University of Denver prepares you for the many opportunities and responsibilities you'll find across the spectrum of the marketing industry.



“Marketing is truly poised to provide important, challenging and exciting careers that impact our lives, culture and global marketplace. The combination of new approaches and traditional functions you’ll find at Daniels gives you the important skills necessary to compete in businesses of all types.”

Dr. Steven Hartley
Chair
Department of Marketing

THE DEPARTMENT OF MARKETING:

THE SYNERGY OF INNOVATION & TRADITION

The Daniels curriculum reflects the reality of the industry, incorporating contemporary specializations and integrated approaches as well as classic, broad-based marketing management. With flexible dual degrees and personalized programs, you can create a unique knowledge base that draws on this diversity.

“I’ve talked with executives at leading companies and advertising agencies, and they’re very clear about what it takes to succeed in the industry today. Marketing professionals have to be able to speak the language of the boardroom. As a business college, Daniels prepares you to do that in ways that other schools simply cannot.”

Dr. Tom Duncan
Professor
Department of Marketing

Integrated Marketing Communication:

Powerfully Connected to Business

While many business colleges offer marketing degrees, few take a truly comprehensive approach and even fewer address marketing and communication from within a legitimate business context.

The Daniels College of Business at the University of Denver is the only graduate school in the country that offers a business degree (MBA or MS) in integrated marketing communication.

That’s what IMC means: It’s a strategic, company-wide approach to building relationships with customers (and other stakeholders) by controlling and influencing all messages to ensure they consistently build the organization’s brand.

At many world-class universities, IMC is housed in schools of mass communication. As you would expect in that environment, the key focus is crafting the message. If your career goal is to manage the messaging, integrate it with other business functions, or become a strategic decision maker within your firm, then you need a solid business background—the kind you can only get from a college of business.

At Daniels, you’ll learn to understand all business functions, from accounting to information technology to management. And you’ll gain the values-based leadership skills you need to make sound decisions in situations that defy simple answers.



VATION

INTEGRATE OR SPECIALIZE? CHOOSE YOUR PATH

With an unusually wide array of degree choices, you'll find opportunities to specialize or to gain the fundamentals. With the dual degree program, you can do both. Faculty and advisors will help you choose the option that is right for you.

Master of Science: Focused, in-depth study prepares you for a flexible career path in a volatile industry.

MBA or International MBA (IMBA): Broad business background combined with emphasis on marketing tools and principles prepares you for management and executive positions in marketing, advertising and marketing communication agencies.

Dual Degree: Combine any two graduate business degrees. To gain the broadest business background with the most targeted industry knowledge, combine the MBA or IMBA with an MS in marketing. Or, take full advantage of the expertise you'll find at Daniels by combining a marketing degree with a degree from another Daniels school or department.

One-year Option: If you have the right combination of knowledge and experience, you may be able to complete your graduate business degree in half the time it normally takes. Or, earn two graduate degrees in just two years.

Here are Your Degree Choices:

- **Integrated Marketing Communication:** Learn strategy and implementation skills to ensure that all organizational communications convey consistent brand messages. Focus on two key areas, communication and finance, to prepare for positions in brand management, advertising, sales promotion, events and sponsorships, marketing, public relations, and other areas of marketing communication and the media.
- **Integrated Marketing Strategy:** Gain solid understanding of classic marketing management, encompassing market research, consumer behavior, innovation and planning. The integrated approach sets this program apart from other foundational marketing programs and gives you the advantage of understanding the whole as well as the parts.
- **Supply Chain Management:** Though it often goes unnoticed—because it works—logistics is an \$800 billion industry. Learn to lower costs, deliver faster, and improve product and service quality. Design and manage an efficient supply chain that enhances an organization's bottom line.
- **Innovation and Entrepreneurship:** Build a unique skill set that combines planning, analysis and strategy with leadership that will serve you well, whether you start your own business or act as a change agent within an existing organization.
- **Business Leadership:** Learn about current trends, industry practices and business challenges from some of the country's top leaders. Learn to manage teams, inspire and empower people, and develop a code of business ethics that will guide you through chaos and change.

Decide between MS or MBA degree paths

Concentrations	MS Marketing	MBA
Integrated Marketing Communication	■	■
Integrated Marketing Strategy	■	■
Supply Chain Management		■
Innovation and Entrepreneurship		■
Business Leadership		■

Practice What You Learn

Through class projects, internships and field experiences, you'll enter the board rooms of major firms to help shape marketing strategy and to share insights with managers and directors. For example, you'll have the opportunity to audit the marketing communication processes of a firm or create an advertising campaign for an organization, then present the results to the organization's executives.

Internships and field experiences plug you in to some of the region's leading firms, where you'll be expected to make solid contributions. And, if you're like many Daniels students, you'll end your internship with the offer of full-time employment.

Immediate Benefits, Long-Term Value

Marketing is a growth industry, projected to increase 21-35 percent over the next several years. At the same time, it's highly competitive, with professionals from a variety of business backgrounds competing for top slots.*

A Daniels degree in marketing, with its focus on integration and its perspective of marketing as a function within the larger context of business, sets you apart from your peers. The combination of practical experience and industry contacts helps you win coveted positions and advance quickly. Your educational experience will continue to serve you well as you assume positions of greater influence, where financial accountability and strategic decision making become key responsibilities.

By working with our career placement center and taking advantage of the College's many networking opportunities, you'll find yourself well positioned to transition into the next phase of your career.

Daniels graduates who accept positions in marketing or sales receive salaries ranging from an average of \$54,000 to \$94,000.

As you advance professionally, the Daniels Department of Marketing continues to support you with roundtables and other professional development and networking events, as well as an alumni network that provides "on-call" support.

*U.S. Bureau of Labor Statistics.

WHY DANIELS? THREE FACTORS THAT SET DANIELS APART

ONE: CANDID ENGAGEMENT

All business colleges claim to offer a "real-world" curriculum. Yet they remain silent about the gritty, gray areas of business practice. Each year, we invite some of the nation's most influential and powerful business leaders to speak their minds. From dealing with competitors who push ethical boundaries to issues around discrimination to fairness in executive compensation, you'll gain realistic perspectives on the most difficult issues you'll face as your career advances. Previous classes have enjoyed spirited give-and-take with Jack Chain, Director, RJR & DuPont; Wendy Gillen, Vice-President, Cap Gemini/Ernst & Young (first female vice-president of Ernst & Young); and Vic Micati, President, Pfizer European Operations.

TWO: SUBSTANTIVE NETWORKING

Learn about current and future trends in marketing and build long-term relationships with potential hiring managers at a wide variety of agencies and firms. Each month, the Marketing Roundtable and the Supply Chain Roundtable attract more than 200 managers and executives who share a single purpose: to push their effectiveness to higher levels. This is a unique opportunity to engage in one-on-one discourse with forward-thinking practitioners.

THREE: THE VOICE OF EXPERIENCE

Daniels is proud to include on our faculty several leading writers and practitioners whose work sets the standard in many areas of the industry. People like Dr. Tom Duncan, who introduced financial accountability into integrated marketing communication; Dr. Steven Hartley, author of the best-selling textbook *Marketing*, now in its seventh edition; and Dr. John Burnett, a prolific author renowned for his expertise in brand management.



*You have the purpose. We have the curriculum.
Apply online at www.daniels.du.edu
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