

Creating Futures

University of Colorado *Denver*

Opportunities to Invest in

Marketing Milestones



“Incorporating leading-edge research in my field and engaging in research projects for local companies lets me take students well beyond textbook learning.”

—Sue Keaveney, UC Denver
Business School
Marketing Professor

Marketing success is measured in many ways – from impact on the region’s economic vitality to the number of connections in a community. The UC Denver Business School’s MS in Marketing provides a comprehensive, cutting-edge curriculum that aims for such marketing success. Distinguished by marketing courses taught by doctorate-level instructors, the program features the best and brightest in the theoretical and practical. The curriculum covers a business-to-business and business-to-consumer focus, and it arms students with tools necessary to develop and implement top-level marketing that today’s business leaders have come to expect.

Contact

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The Challenge

In today's highly competitive business world, an organization's outcomes are often reflected in how effectively and efficiently it markets itself, its product, or its service. Peter Drucker noted, "Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business."

Your investment in our faculty, students and program will help arm tomorrow's marketing executives to manage innovation and maintain customer relationships to provide sustainable competitive advantage.

The Program

Our faculty's innovative MS in Marketing curriculum dedicates coursework to practicality, promise and productivity. It is designed so professionals can develop and implement marketing practices in any discipline. Through careful integration of theory and practice, graduates of this program excel at finding out what people want, how they want it and how to deliver it to them.

Nationally acclaimed and accredited (AACSB), the MS in Marketing at UC Denver provides a return on investment many times over not just for the graduates but for the employers, consumers and cities they serve.

The Investment from You

Your passion for business and academic rigor will help further establish the MS in Marketing locally, nationally and internationally. Your investment in *faculty*, *students* and *outreach* – from *endowments* and *scholarships* to a *business advisory practice group* – will translate into first-rate curriculum and courses that yield international recognition and impact for years to come.

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