

ECU COURSE CATALOG

2025-2026 MARKETING COURSES

MKTG-3113 Consumer Behavior 3 Credits

THIS COURSE EXPLORES THE PSYCHOLOGICAL, SOCIAL, AND CULTURAL FACTORS THAT INFLUENCE CONSUMER DECISION-MAKING. STUDENTS WILL EXAMINE HOW INDIVIDUALS AND GROUPS SELECT, PURCHASE, USE, AND DISPOSE OF PRODUCTS AND SERVICES. TOPICS INCLUDE PERCEPTION, MOTIVATION, LEARNING, ATTITUDE FORMATION, PERSONALITY, GROUP DYNAMICS, AND LIFESTYLE SEGMENTATION. EMPHASIS IS PLACED ON APPLYING CONSUMER BEHAVIOR THEORIES TO MARKETING STRATEGY, BRANDING, PRODUCT DEVELOPMENT, AND ADVERTISING. Required Previous: Take MKTG-3313

MKTG-3123 Event Marketing 3 Credits

THIS COURSE EXPLORES THE STRATEGIC ROLE OF MARKETING IN THE PLANNING, PROMOTION, AND EXECUTION OF SUCCESSFUL EVENTS. STUDENTS WILL LEARN HOW TO DEVELOP AND IMPLEMENT EVENT MARKETING CAMPAIGNS THAT DRIVE ATTENDANCE, ENGAGEMENT, AND BRAND AWARENESS. TOPICS INCLUDE TARGET AUDIENCE IDENTIFICATION, SPONSORSHIP DEVELOPMENT, MEDIA PLANNING, DIGITAL PROMOTION, EXPERIENTIAL MARKETING, BUDGETING, AND POST-EVENT EVALUATION. THE COURSE COVERS A VARIETY OF EVENT TYPES, INCLUDING CORPORATE EVENTS, TRADE SHOWS Required Previous: Take MKTG-3313

MKTG-3313 Principles of Marketing 3 Credits

A MANAGERIAL APPROACH TO THE STUDY OF MARKETING CONCEPTS. EMPHASIS GIVEN TO PLANNING, PRICING, PROMOTION, AND PHYSICAL DISTRIBUTION OF A PRODUCT OR SERVICE.

MKTG-3333 Digital Marketing 3 Credits

THROUGH RELEVANT AND APPLICABLE BUSINESS EXAMPLES, THIS COURSE PROVIDES LEARNERS THE ABILITY TO FORMULATE AND ENACT INTELLIGENT, DATA-DRIVEN MARKETING STRATEGIES. CORE CONTENT WILL FOCUS ON IDENTIFYING AND UNDERSTANDING DIGITAL MARKETING METRICS TO GAUGE SUCCESS OF BOTH SOCIAL MEDIA AND TRADITIONAL DIGITAL MARKETING EFFORTS. THROUGH AN EXAMINATION OF ACCESSIBLE DATA PROVIDED BY CURRENT TECHNOLOGIES, STUDENTS WILL FURTHER THEIR UNDERSTANDING OF THE ONLINE VALUE CHAIN AND HOW TO CAPITALIZE ON EMER Required Previous: MKTG-3313 with a grade of C or higher or departmental approval.

MKTG-3353 Retailing and eBusiness Management 3 Credits

A PRACTICAL STUDY AND COMPARISON OF TRADITIONAL RETAILING AND RETAILING ON THE INTERNET, INCLUDING PRODUCTS AND SERVICES, BUYING/PROCUREMENT, PROMOTION, MERCHANDISING/ DISTRIBUTION, PAYMENTS, CUSTOMER RELATIONSHIP MANAGEMENT, ETHICS AND SECURITY WITH AN EMPHASIS ON LOGISTICS AND HOW THE INTERNET HAS CHANGED RETAILING. SOME ATTENTION WILL ALSO BE PAID TO BUSINESS MARKETING. THIS COURSE NORMALLY OFFERED IN THE SPRING SEMESTER ONLY. Required Previous: MKTG-3313 or departmental approval.

MKTG-3423 Integrated Marketing Communications 3 Credits

ANALYSIS OF ADVERTISING AND PROMOTIONAL POLICIES WITH EMPHASIS ON INTEGRATED MARKETING COMMUNICATIONS AND DEVELOPMENT OF ACTIONABLE PROMOTION PROGRAMS AND STRATEGIES. THIS COURSE NORMALLY OFFERED IN THE SPRING SEMESTER ONLY. Required Previous: MKTG-3313 with a grade of C or higher or departmental approval.

MKTG-3813 Professional Selling 3 Credits

SKILLS TO UNDERSTANDING THE PROFESSIONAL PERSONAL SELLING PROCESS AND THE MANAGEMENT OF A SALES ORGANIZATION. STRONG EMPHASIS ON THE COMMUNICATIONS FUNCTION OF PERSONAL SELLING. LECTURE SESSIONS COMBINED WITH EXPERIENTIAL EXERCISES AND ROLE PLAYING. THIS COURSE NORMALLY OFFERED IN THE FALL SEMESTER ONLY.

MKTG-4113 Sports Marketing 3 Credits

THIS COURSE PROVIDES AN IN-DEPTH EXAMINATION OF MARKETING PRINCIPLES AS THEY APPLY TO THE SPORTS INDUSTRY. STUDENTS WILL EXPLORE THE UNIQUE ASPECTS OF SPORTS MARKETING, INCLUDING FAN BEHAVIOR, SPONSORSHIPS, LICENSING, BRANDING, MEDIA RIGHTS, AND EVENT PROMOTION. EMPHASIS IS PLACED ON THE DEVELOPMENT AND IMPLEMENTATION OF MARKETING STRATEGIES FOR PROFESSIONAL, COLLEGIATE, AND AMATEUR SPORTS ORGANIZATIONS. Required Previous: Take MKTG-3313

MKTG-4123 Retail Management 3 Credits

THIS COURSE FOCUSES ON THE STRATEGIC AND OPERATIONAL ASPECTS OF MANAGING RETAIL BUSINESSES IN A COMPETITIVE AND EVOLVING MARKETPLACE. TOPICS INCLUDE RETAIL FORMATS AND STRATEGIES, STORE LAYOUT AND DESIGN, MERCHANDISE PLANNING, PRICING STRATEGIES, SUPPLY CHAIN MANAGEMENT, CUSTOMER SERVICE, AND THE INTEGRATION OF BRICK-AND-MORTAR AND ONLINE CHANNELS. STUDENTS WILL ANALYZE CURRENT TRENDS SUCH AS OMNICHANNEL RETAILING, DATA-DRIVEN DECISION-MAKING, AND THE IMPACT OF TECHNOLOGY ON CONSUMER BEHAVIOR. Required Previous: Take MKTG-3313

MKTG-4413 Marketing Research 3 Credits

A STUDY OF MODERN MARKETING RESEARCH TECHNIQUES AND THEIR APPLICATIONS BY MANAGEMENT TO PROBLEMS OF MARKETING STRATEGY, DEVELOPMENT, IMPLEMENTATION, AND CONTROL. THIS COURSE NORMALLY OFFERED IN THE FALL SEMESTER ONLY. Required Previous: BSEC-2603 with a grade of C or higher or departmental approval.

MKTG-4423 Marketing Management 3 Credits

A STUDY OF MARKETING FROM THE VIEW OF THE MARKETING EXECUTIVE AND THE FIRM. MAJOR EMPHASIS IS ON EFFECTIVE MARKETING PLANNING, DECISION MAKING AND IMPLEMENTING MARKETING PLANS. CONTEMPORARY MARKETING ISSUES AND PROBLEMS ARE ADDRESSED WITH FOCUS ON DEVELOPMENT OF SOLUTIONS TO MARKETING PROBLEMS. THIS COURSE NORMALLY OFFERED IN THE SPRING SEMESTER ONLY. Required Previous: BSEC-2603 with a grade of C or higher or departmental approval.

MKTG-4623 Marketing Analytics and Strategy 3 Credits

CAPSTONE COURSE WITH FOCUS ON QUANTITATIVE DECISION TOOLS TO ANALYZE, PLAN AND IMPLEMENT MARKETING STRATEGIES, PROGRAMS AND TACTICS. TOPICS INCLUDE CUSTOMER ACQUISITION AND RETENTION, MARKET SHARE ANALYSIS, SEGMENTATION, CUSTOMER LOYALTY, RETURN ON MARKETING INVESTMENT, PRODUCT PERFORMANCE, CUSTOMER PROFITABILITY, PRICING STRATEGY, SALES FORCE AND CHANNEL MANAGEMENT, AND MARKETING PROMOTION, ADVERTISING, AND WEB METRICS. THIS COURSE NORMALLY OFFERED IN THE SPRING SEMESTER. Required Previous: MKTG-3313 with a grade of C or higher or departmental approval.

MKTG-5103 Advanced Marketing for Managers 3 Credits

A STUDY OF MARKETING THEORY AS IT RELATES TO UNDERSTANDING AND MANAGING THE MARKETING FUNCTION AND MARKETING'S ROLE IN ORGANIZATIONAL EFFORTS TO PRODUCE AND DELIVER VALUE. TOPICS INCLUDE THE MECHANICS OF MARKETING MANAGEMENT; LOGISTICS; MARKETING PLANNING AND STRATEGIES; UNDERSTANDING MARKETS; SEGMENTING MARKETS; TARGETING MARKETS; AND DEVELOPING, COMMUNICATING AND DELIVERING VALUE AND BUILDING RELATIONSHIPS THROUGH APPROPRIATE MARKETING MIXES.

MKTG-5173 Marketing Analysis 3 Credits

TRANSLATES CONCEPTUAL UNDER-STANDING INTO SPECIFIC OPERATIONAL PLANS. TOPICS INCLUDE MARKET ANALYTICS AND METRICS, SEGMENTATION TARGETING AND POSITIONING, PRICING STRATEGIES, PRODUCT DEVELOPMENT AND SELECTION, SALES FORCE UTILIZATION, ADVERTISING AND PROMOTION PLANNING, AND THE DEVELOPMENT OF THE MARKETING PLAN.

MKTG-H3353 Honors-Retailing and eBusiness Management 3 Credits

A PRACTICAL STUDY AND COMPARISON OF TRADITIONAL RETAILING AND RETAILING ON THE INTERNET, INCLUDING PRODUCTS AND SERVICES, BUYING/PROCUREMENT, PROMOTION, MERCHANDISING/ DISTRIBUTION, PAYMENTS, CUSTOMER RELATIONSHIP MANAGEMENT, ETHICS AND SECURITY WITH AN EMPHASIS ON LOGISTICS AND HOW THE INTERNET HAS CHANGED RETAILING. SOME ATTENTION WILL ALSO BE PAID TO BUSINESS MARKETING. THIS COURSE NORMALLY OFFERED IN THE SPRING SEMESTER ONLY. Required Previous: MKTG-3313 or departmental approval.

MKTG-H3423 Honors-Integrated Marketing Communications 3 Credits

ANALYSIS OF ADVERTISING AND PROMOTIONAL POLICIES WITH EMPHASIS ON INTEGRATED MARKETING COMMUNICATIONS AND DEVELOPMENT OF ACTIONABLE PROMOTION PROGRAMS AND STRATEGIES. THIS COURSE

NORMALLY OFFERED IN THE SPRING SEMESTER ONLY. Required Previous: MKTG-3313 with a grade of C or higher or departmental approval.

MKTG-H4413 Honors-Marketing Research 3 Credits
STUDY OF MODERN MARKETING RESEARCH TECHNIQUES AND THEIR APPLICATIONS BY MANAGEMENT TO PROBLEMS OF MARKETING STRATEGY, DEVELOPMENT, IMPLEMENTATION, AND CONTROL. THIS COURSE NORMALLY OFFERED IN THE FALL SEMESTER ONLY. Required Previous: BSEC-2603 with a grade of C or higher or departmental approval.

MKTG-H4423 Honors-Marketing Management 3 Credits
A STUDY OF MARKETING FROM THE VIEW OF THE MARKETING EXECUTIVE AND THE FIRM. MAJOR EMPHASIS IS ON EFFECTIVE MARKETING PLANNING, DECISION MAKING AND IMPLEMENTING MARKETING PLANS. CONTEMPORARY MARKETING ISSUES AND PROBLEMS ARE ADDRESSED WITH FOCUS ON DEVELOPMENT OF SOLUTIONS TO MARKETING PROBLEMS. THIS COURSE NORMALLY OFFERED IN THE SPRING SEMESTER ONLY. Required Previous: BSEC-2603 with a grade of C or higher or departmental approval.

MKTG-H4623 Honors-Marketing Analytics and Strategy 3 Credits
CAPSTONE COURSE WITH FOCUS ON QUANTITATIVE DECISION TOOLS TO ANALYZE, PLAN AND IMPLEMENT MARKETING STRATEGIES, PROGRAMS AND TACTICS. TOPICS INCLUDE CUSTOMER ACQUISITION AND RETENTION, MARKET SHARE ANALYSIS, SEGMENTATION, CUSTOMER LOYALTY, RETURN ON MARKETING INVESTMENT, PRODUCT PERFORMANCE, CUSTOMER PROFITABILITY, PRICING STRATEGY, SALES FORCE AND CHANNEL MANAGEMENT, AND MARKETING PROMOTION, ADVERTISING, AND WEB METRICS. THIS COURSE NORMALLY OFFERED IN THE SPRING SEMESTER. Required Previous: MKTG-3313 with a grade of C or higher or departmental approval.