

# ECU COURSE CATALOG

## MARKETING COURSES

### **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-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 Management 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.

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