

EAST CAROLINA UNIVERSITY
College of Business
Detailed Course Information

I. Course
MKTG 3832 Marketing Management
II. Instructor & Textbook Information
<p>All instructors in the College of Business are either academically or professionally qualified to teach their courses. All graduate classes are taught by faculty with terminal degrees in the relevant field of study. Faculty who teach online courses also teach face-to-face campus courses.</p> <p>To review current textbook information visit the bookstore's website: http://epos2.sequoiars.com/ePOS?form=cat.html&cat=1&store=458 and follow the link at the bottom of the page.</p>
III. Expanded Course Description
<p>The goal of the course is to educate future business leaders and managers as to how they can create value for organizations using market research, product management, pricing, and distribution strategy. To educate those seeking a minor in business administration as to the important role Marketing plays in all areas of business (i.e., Construction Management, Hospitality Management, Apparel Merchandising and Interior Design).</p> <p>Pre-requisites for this class are: ECON 2113</p>
IV. Course Objectives
<p>Students who successfully complete the course will gain knowledge of fundamental concepts and Marketing issues, including such topics as:</p> <ul style="list-style-type: none">• The role of Marketing in Creating and Delivering Value to Consumers and Businesses• Strategic Planning, the Marketing Mix (Product, Price, Promotion, Distribution) and the Marketing Environments• Marketing Information and Research, Marketing Segmentation, Target Marketing• Consumer Behavior and Customer Relationship Management
V. Course Topics
<p>Marketing concepts are ever-changing, and this list of topics may vary from semester to semester:</p> <ul style="list-style-type: none">• Advergaming• Data Mining• Customer Relationship Management• Global Marketing• Physical Distribution• Integrated Marketing Communications• Guerilla Marketing• Buzz Marketing

- Lifetime Value of Customer
- Logistics
- Technological Advances
- E-Commerce
- Ethics
- Social Responsibility
- Marketing Information Systems
- Consumer-generated value
- Competitive Advantage
- Return On Marketing Investment (ROMI)
- Marketing metrics
- Neuro-Marketing
- The Emo Sub-Culture
- Clickstream Analysis
- Crowdsourcing
- Behavioral Targeting
- Diversity
- Agent-based Marketing

VI. Required Coursework

Exact requirements may vary, but typically, to successfully complete this course, the student will be required to participate in Discussion Board forums and/or Chats, complete online quizzes, submit a presentation in Power Point format, and on-campus or proctored Mid-Term and Final Exams.

VII. Course Communication & Interaction

This course utilizes asynchronous communication for the most part, however if synchronous activity is required, the student can substitute short papers for synchronous sessions.

VIII. Computer/Technical Requirements Additional Notes/Comments

The university recommends specific technology when taking an online class. These recommendations can be found at: <http://www.ecu.edu/ace> . All online courses require ready access to the Internet and a suitable personal computer.

In addition to the university requirements this class requires:

- a PC that supports Office/Windows 2000 or better
- reliable Internet access (cable modem is best)

IX. Additional Information

Disabilities: ECU seeks to comply fully with the Americans with Disabilities Act (ADA). The Department for Disability Support Services adapts the generalized services to the specialized needs of individuals with disabilities. Students requesting accommodations based on a disability must be registered with the Department for Disability Support Services located in Slay 138 (252) 737-1016 (Voice/TTY). Additional program information is available at <http://www.ecu.edu/cs-studentlife/dss/>

Calendar: Online classes typically follow the standard ECU [academic calendar](#) for the semester in which they are taken.

X. Additional Notes/Comments

ECU maintains accreditation with [The Association to Advance Collegiate Schools of Business \(AACSB\)](#). To comply with the constant quality improvement objectives of the AACSB, adjustments are made to all course requirements. Contact the instructor for this class the semester you plan to take it to obtain detailed information.