

**EAST CAROLINA UNIVERSITY**  
**College of Business**  
**Detailed Course Information**

<b>I. Course</b>
<b>MKTG 6162 Marketing Management</b>
<b>II. Instructor &amp; Textbook Information</b>
<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: <a href="http://epos2.sequoiars.com/ePOS?form=cat.html&amp;cat=1&amp;store=458">http://epos2.sequoiars.com/ePOS?form=cat.html&amp;cat=1&amp;store=458</a> and follow the link at the bottom of the page.</p>
<b>III. Expanded Course Description</b>
<p>The goal of the course is to investigate the definitions, concepts, practices, and analytical tools used in the marketing of goods and services. Marketing's role within goal-seeking organizations and society in general will be examined. Environmental variables (e. g., legal, social, ethical, cultural, ecological, and technological) will serve as contexts for investigation.</p>
<b>IV. Course Objectives</b>
<p>Students who successfully complete the course will have exposure to the definitions, concepts, practices, and analytical tools used in the marketing of goods and services. Marketing's role within goal-seeking organizations and society in general should also be clearer. Environmental variables' role (e. g., legal, social, ethical, cultural, ecological, and technological) should also be clearer.</p>
<b>V. Course Topics</b>
<ul style="list-style-type: none"><li>• Marketing: Managing Profitable Customer Relationships</li><li>• Company and Marketing Strategy: Partnering to Build Customer Relationships</li><li>• The Marketing Environment</li><li>• Managing Marketing Information</li><li>• Consumer Markets and Consumer Buyer Behavior</li><li>• Segmentation, Targeting and Positioning</li><li>• Product, Services, and Brand Strategies</li><li>• New-Product Development/Product Life-Cycle Strategies</li><li>• Pricing Products: Pricing Considerations and Approaches</li><li>• Marketing Channels and Supply Chain Management</li><li>• Integrated Marketing Communications Strategy</li><li>• Advertising, Sales Promotion, and PR</li><li>• Start Personal Selling and Direct Marketing</li><li>• Marketing in the Digital Age</li></ul>

## **VI. Required Coursework**

Exact requirements may vary, but typically, to successfully complete this course, the student will be required to complete 5 examinations with a 70% or greater cumulative point total.

## **VII. Course Communication & Interaction**

Face-to-face classes: 17 weeks of in-class discussion  
Online: The Raging Bull Discussion Board

## **VIII. Computer / Technical Requirements Additional Notes/Comments**

Online: working knowledge of Bb; university requirements for same.

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.

## **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.