

## **Marketing Principles**

Instructor & Outline

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[This course requires proctored exams.](#)

- Introduction
- The Marketing Process
- The Marketing Environment
- Global Marketing
- Consumer Buying Process
- Organizational Buying Process
- Getting and Using Marketing Information
- Market Segmentation
- Developing and Managing Products and Services
- Developing and Managing Products & Services, cont.
- Distribution and Logistics
- Integrated Marketing Communications
- Integrated Marketing Communications, cont.
- Pricing Strategy; Strategic Marketing

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