

Marketing. An Introduction (2003), Prentice Hall, Gary Armstrong, Philip Kotler

MARKETING 1		
Weeks	Subject	Chapter(s)
1	UNDERSTANDING MARKETING AND CUSTOMER VALUE	Chapters 1, 2, 3, 4
2	CONSUMER AND BUSINESS BUYER BEHAVIOR	Chapter 6
3	MANAGING MARKETING INFORMATION	Chapter 5
4	MARKET SEGMENTATION AND TARGETING	Chapter 7
5	POSITIONING	Chapter 7

MARKETING 2		
Weeks	Subject	Chapter(s)
1	PRODUCT STRATEGY, NEW-PRODUCT DEVELOPMENT AND BRAND MANAGEMENT	Chapters 8, 9
2	MARKETING MANAGEMENT: PRICING STRATEGIES	Chapter 10
3	MARKETING MANAGEMENT: MKTG CHANNELS (RETAILING AND WHOLESALING)	Chapters 11, 12
4	MARKETING MANAGEMENT: MKTG COMMUNICATIONS (ADV, SALES PROMOTIONS, PUBLIC RELATIONS, PERSONAL SELLING, DIRECT MKTG)	Chapters 13, 14
5	MARKETING PLANNING AND THE GLOBAL MARKETPLACE	Chapter 15