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***Session with Dr. Philip Kotler. 10th
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Ch 1 Part 1 | Principles of Marketing

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**Ch 1 Part 2 | Principles of Marketing
| Kotler. Customer Needs, Wants,
Demands.** Customer Relationship
Marketing.

Needs

States of deprivation

Physical—food, clothing, warmth, safety

Social—belonging ...

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“Lessons in Building and Managing Strong Brands.” - Kevin Lane Keller of Dartmouth College Kevin Lane Keller is the E. B. Osborn Professor of **Marketing** at the Tuck School of Business at Dartmouth College.
Keller's ...

Marketing Management, Ch 12,

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Setting Product Strategy Products are different types. Each type require a different set of marketing activities. Customers don't buy any car, rather ...

**Marketing Management, Ch 15
Designing and Managing Integrated
Marketing Channels** What is a marketing channel system and value

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network?

What work do marketing channels
perform?

How should channels be designed ...

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