



- B. The marketing research process
- C. Researching in international markets
- D. The ethics of

- D. Strategic wholesaling management
- XIII. Retailing
- A. The nature and importance of retailing
  - B. The evolution of retailing
  - C. Retail marketing strategies
  - D. Categories of retailing
- XIV. Promotional Strategies and Processes
- A. The role of promotion
  - B. The elements of promotion
  - C. Promotion and the communication process
  - D. The promotional mix
  - E. Promotion and society
- XV. Intercultural and International Marketing
- A. Defining intercultural marketing
  - B. Defining international marketing
  - C. Assessing social elements in international marketing
  - D. Developing the level of international involvement
  - E. Developing international marketing strategies
- XVI. Quality and Customer Service
- A. The new meaning of quality and customer service
  - B. Quality and customer service in the marketing mix
  - C. The marketing department's contribution to product quality
  - D. A plan for customer service

The textbook: MKTG 13th Edition by Lamb, et al. ISBN 978-0-07-352081-5