

MK 6710 MARKETING MANAGEMENT

Waiver Exam Syllabus

This comprehensive examination will test the student's knowledge in all aspects of marketing theory and practice. The following topics and chapters from ***Marketing Management by Kotler and Keller, Pearson- Prentice Hall, 13th Edition*** will be covered.

These chapter numbers are based on 13th edition.

Introduction to Marketing, Marketing Orientation: Ch 1 and 5

Strategic Marketing and Marketing Plan: Ch 2

Marketing Research and Environmental Analysis: Ch 3-4

Understanding Consumer Behavior: Ch 6

Market Segmentation and Targeting: Ch 8

Positioning: Ch 10

Product and Branding Strategies: Ch 9 and 12

Pricing Strategies: Ch 14

Distribution Strategies: Ch 15

Promotion and Advertising: Ch 17 and 18

(The 11th and 12th editions cover these topics. Please note chapter numbers will vary.)

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