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International Journal Of Marketing Studies; Vol. 5, No. 3; 2013 ISSN 1918-719X E-ISSN 1918-7203 Published By Canadian Center Of Science And Education 13
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HTM 5423 Course Schedule - Fall 2019** Week Date Topic Class Preparation 1 8/21
Marketing Course Introduction Syllabus Reading And Discussion Assignment: Dilek, E. & Harman, S. (2017). Hospitality Marketing: A Historical Perspective, In Gursoy, Dogan (Ed) The Routledge Handbook Of Feb 2th, 2024

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Exchanges And Relationships MARKETING HIGHLIGHT 13 Markets 13 DESIGNING CUSTOMER VALUE-DRIVEN MARKETING STRATEGY 13 Selecting Customers To Serve 14 Marketing Management Orientations 14 PREPARING AN INTEGRATED MARKETING PLAN AND PROGRAM 16 MANAG Mar 3th, 2024

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Chapter Objectives After Completing This Chapter, Students Should Be Able To: Provide Proper Definition Of Tourism And Hospitality Marketing Identify The Various Macro Env May 1th, 2024

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Principles Of Marketing, 17e (Kotler/Armstrong) Value, And ...

Principles Of Marketing, 17e (Kotler/Armstrong) Chapter 2 Company And Marketing Strategy: Partnering To Build Customer Engagement, Value, And Relationships 1) _____ Is The Process Of Developing And Maintaining A Crucial Fit Between The Organization's Goals And Capabilities And Its Changing Marketing Opportunities. A) Benchmarking Jan 1th, 2024

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Customer-Driven Marketing Strategy Learning Objective 4 •Discuss How Companies Differentiate And Position Their May 4th, 2024

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