

Summer course

Marketing

Principles of Marketing - 1430 - MARK 20100 – 01

Mendoza College of Business, University of Notre Dame

Summer Session 2009

June 23 – July 30 • More details: elderforestpublishing.com/pm.html

A study of markets, institutions and the environment in which business firms operate, with attention to the effect these facets, forces and issues have on the overall marketing strategy.

We'll look at some who 'get' marketing, and some who didn't...

YouTube • Enron • 37signals • New Coke
McDonald's 2005 "I'd hit it" campaign • NASA



We'll examine...

web 2.0, bricks-&-mortar, clicks-&-mortar,
ballpark concessions, congressional
concessions, boot-strapping, micro-lending,
Microsoft, guerrilla marketing,
bonobo gorillas & social venture marketing...