

- 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
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