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Using the Marketing Simulation ... - help.hbsp.harvard.edu

Marketing HCM 702 2016-2017 Syllabus Instructor: Linda MacCracken Email: lmaccrac@hsph.harvard.edu Phone: 224-522-2574 Course Objectives and Approach: The Marketing course will expose you to marketing concepts in strategy, tactics and execution.

Syllabus for HCM 702: Marketing - canvas.harvard.edu

Using the Marketing Simulation: Managing Segments and Customers in a Virtual Classroom; ... Harvard Business Publishing custserv@hbsp.harvard.edu 800-810-8858 or 617-783-7600 Fax: 617-783-7700 hbsp.harvard.edu. Was this article helpful? 1 out of 1 found this helpful. Return to top

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BMKT 660: MARKETING MANAGEMENT

A marketing specialist Kasturi Rangan from Harvard Business school identified eight general functions of channel, in order to fulfill most of the requirements from client. Those are Product information, customization, product quality assurance, purchasing amount or power, product line's width and length, availability, Service, and logistics and streams.

Amazon.com: What Is Marketing? (9781422104606): Review ...

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Marketology Organizational Contribution (MOC) | SpringerLink

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