

**PART 1:  
MARKETING  
FUNDAMENTALS**



01

Marketing Principles  
and Society

02

The Marketing  
Environment



**PART 2:  
PRINCIPLES OF  
MARKETING  
MANAGEMENT**



05

Marketing Strategy



06

Market Segmentation  
and Positioning

**PART 3:  
THE MARKETING  
MIX PRINCIPLE**



09

Products, Services and  
Branding Decisions

10

Price Decisions

**PART 4:  
PRINCIPLES OF  
RELATIONAL  
MARKETING**



15

Services Marketing  
and Non-Profit  
Marketing



16

Business-to-Business  
Marketing

**PART 5:  
CONTEMPORARY  
MARKETING  
PRACTICE**

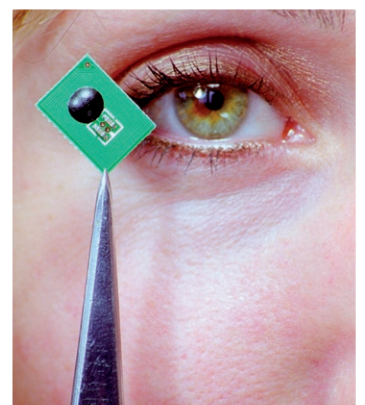


18

New Technology  
and Marketing

19

Postmodern Marketing



03

Marketing Psychology  
and Consumer  
Buyer Behaviour

04

Market Research  
and Marketing  
Information Systems



07

Market Development  
and International  
Marketing

08

Marketing  
Implementation  
and Control

11

An Introduction  
to Marketing  
Communications

12

Marketing  
Communications:  
Tools and Techniques

13

Managing Marketing  
Communications:  
Strategy, Planning  
and Implementation

14

Channel Management  
and Retailing



17

Relationship  
Marketing



20

Marketing Ethics

INSIDE  
MARKETING