

Subject : Marketing (Doctoral Program)

【exam coverage】

- Company and Marketing Strategy
- Customer Satisfaction and Customer Loyalty
- Segmentation and Targeting
- Positioning
- Brand Management
- Developing New Products and Product Life Cycle Management
- Product Strategy
- Pricing
- Managing Marketing Channels
- Managing Marketing Communications
- Service Marketing

【reference】

Kotler, P. and K. L. Keller, Marketing Management, Pearson, most recent edition, Chapters 1, 2, 5, 8-10, 12-15, 17, 18, 20.

Kotler, P. and G. Armstrong, Principles of Marketing, 13th ed., Pearson, Chapters 1, 2, 8-16.