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The Boundless Marketing textbook is a college-level, introductory textbook that covers the exciting subject of Marketing. Boundless works with subject matter experts to select the best open educational resources available on the web, review the content for quality, and create introductory, college-level textbooks designed to meet the study needs of university students.

This textbook covers:

An Overview of Marketing -- Marketing, The Marketing Orientation Evolution, Contemporary Relationship Marketing, Value Based Marketing, Importance of Marketing, Evaluating Marketing Performance

Marketing Strategies and Planning -- The Strategic Planning Process, Strategic Views, Introducing the Marketing Plan, Overview of Forecasting, Steps to Creating a Marketing Plan

The Marketing Environment -- The Marketing Environment, Internal Factors, External Factors, Technology

Consumer Marketing -- Consumers, Marketing Research Process, Technology to Assist Market Research, Market Segmentation, Identify Target Markets, Conducting a Segmentation, Competitive Perceptual Positioning, Consumer Decision Process, Personality Influences on the Consumer Buying Decision Process, Social Influences on Consumer Purchasing, Consumer Experience

Business to Business Marketing -- Business Markets, Business Customers, Industrial Classification, Business Buying Decision Process

Services Marketing -- The Importance of Services, Services vs. Products, Marketing Mixes for Services, Service Quality

Global Marketing -- Global Marketing, The Global Marketing Environment, Important International Bodies and Agreements, Types of International Business, Global Marketing Mix

Pricing -- Price, Competitive Dynamics and Pricing, Demand Analysis, Inputs to Pricing Decisions, Pricing Objectives, General Pricing Strategies, Specific Pricing Strategies, Pricing Tactics, Pricing Legal Concerns

Products -- What is a Product?, Types of Products, Product Line and Product Mix, Product Life Cycles, Managing Existing Products, New Product Development, Differentiating Factors in Product Design, The Spread of New Products

Branding & Packaging -- Branding, Packaging

Marketing Channels -- Marketing Channels in Supply Chain, Channel Intermediaries, Channel Structures, Channel Strategy Decisions, Marketing and Channel Relationships

Integrated Marketing Communication -- Integrated Marketing Communications, Understanding Promotion, The Promotion Mix, Selecting the Promotion Mix for a Particular Product, Integrated Marketing Communication

Advertising and Public Relations -- Types of Advertising, Impacts of Advertising, The Advertising Campaign, Public Relations

Personal Selling & Sales Promotion -- Personal Selling, The Personal Selling Process, Selling Roles, Types of Selling, Managing the Sales Force, Sales Promotion, Consumer Sales Promotion Methods, Trade Sales Promotion Methods

Social Media Marketing -- Social Media & Digital Marketing, Social Media & Technology Trends, Marketing Research and Consumer Created Content

Social Responsibility & Ethics in Marketing -- Ethics - an Overview, Ethics in Marketing, Corporate Social Responsibility, Including Ethics into Strategic Planning

Nonprofit Marketing -- Nonprofit Marketing

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