

# Strategic Marketing Problems Kerin 13th Edition

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2-4 8 In marketing, an offering refers to A the formal designation of a publicly traded stock for a specific product, service, or idea B a form of currency used by buyer and seller to minimize the tax burden for both parties C a good, service, or idea that creates value for both the organization and its customers by satisfying their needs and wants

#### **MKT401A Cases in Marketing Management**

Strategic Marketing Problems: Cases and Comments , 13th edition by Roger A Kerin and Robert A Peterson Prentice Hall Pearson publisher ISBN-13: 978-0-13-274725-7, ISBN-10: 0-13-274725-1 Suggested Text No other text is needed Course Description This is the capstone course in the undergraduate Marketing program and is designed for Marketing majors

#### **Chapter 02 - Developing Successful Organizational and ...**

LO 2-3: Explain why managers use marketing dashboards and marketing metrics LO 2-4: Discuss how an organization assesses where it is now and where it seeks to be LO 2-5: Explain the three steps of the planning phase of the strategic marketing process LO 2-6: Describe the four components of the implementation phase of the strategic marketing

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### **6WUDWHJLFDUNHWLQJ - Kenyatta University**

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### **Natalie Mizik - New York University**

Natalie Mizik Professor of Marketing J Gary Shansby Endowed Chair in Marketing Strategy The Financial Implications of Shifts in Strategic Emphasis," Journal of Marketing, 67 (January), 63-76 • included in the 13th edition of Kerin and Peterson, "Strategic Marketing Problems: Cases

### **RESUME ROBERT A. PETERSON John T. Stuart III Centennial ...**

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Invited Speaker at the AMA Symposium on Patronage Behavior and Retail Strategic Planning, 1991 Invited Speaker, Texas Marketing Faculty Colloquium, 1991, 1993, 1994 Invited Speaker, Academy of Marketing Science International Conference, 1983, 1985, 1987, 1988-1994, 1996 Invited Speaker, Computer Market Analysis Group, 1992

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TEXT: Strategic Marketing Problems 13th edition by Kerin and Peterson; Prentice-Hall ISBN-13: 978-0-13-274725-7 Explain the strategic nature of contemporary marketing, the factors affecting marketing strategy, and the role marketing plays in business strategy 3 Conduct marketing research and use information acquired in managerial decision

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