

'Marketing Principles in Practice'

The goal of 'Marketing Principles In Practice' is to develop a set of principles that will be used in decision-making. The slides were developed from my six years of teaching experiences with working professionals at Union Institute & University. Courses included Strategy, Principles of Marketing, New Product Development and Entrepreneurship.

Here is why it's useful in an organization:

- each member of a team has definite (and often conflicting) ideas about how to 'do' marketing
- it improves focus and saves time
- it reduces the chance the organization will resist opportunities outside their comfort zone