

WEEK 1: INTRODUCTION AND OVERVIEW

READ – HANDOUT ON DEFINITIONS OF MARKETING

READING LIST - BACKGROUND MATERIALS

Kerlinger, Fred N., Foundations of Behavioral Research, Holt, Rinehart & Winston, any edition, selections.

Blalock, Hubert M. Jr., Theory Construction, Prentice-Hall, any edition, selections.

Hunt, Shelby D., Marketing Theory, Richard D. Irwin Co., any edition, selections.