

Business Marketing Course Outline

1. Fundamental Marketing terms and concepts. The 4 P's and 4 C's of marketing
2. The Marketing Mix of IMC
3. What is a Stakeholder
4. What is Strategic Management
5. Basics of a successful marketing strategy
6. Three marketing mistakes
7. Growing business and profit
8. Companies connecting with customers
9. Competitor analysis
10. Basic business accounting
11. Asset-based lending
12. American business culture
13. Administrative functions
14. Mobil marketing
15. Mobil shopping
16. Search engine optimization
17. Social marketing
18. Examples of Social-media-marketing
19. Someone shrunk the groceries
20. The value equation
21. The value of data
22. The value of customer service
23. Where to find money
24. Companies spend money on equipment, not workers
25. Corporate Governance
26. Business Purpose
27. What is CSR
28. Introduction to Crisis Management
29. Corporate Crisis Management (Many Examples of Corporate cases of Crisis Management.)
30. Government Crisis Management (Many Examples of true cases of Crisis Management.)