



Marketing: A Snapshot

Fredy Valenzuela

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“Marketing: A Snapshot” is a step-by-step guide to creating a marketing plan.

This concise guide provides a high-level view of the critical marketing activities associated with the Marketing Process Concept.

Students will learn how to confidently make marketing decisions in many different types of situations; within a variety of organisations and markets.

A full length real-life case study on ASCA demonstrates the application of the concepts identified in Chapter 1.

Supplementary teaching resources, such as two additional case studies and short and long essay questions, are included with an aim of fostering students’ critical thinking and problem solving skills.

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