

MKTG 3340

SMU-IN-TAOS AUGUST TERM

FUNDAMENTALS OF MARKETING

Professor Charles Besio

"Marketing is so basic that it cannot be considered a separate function. It is the whole business seen from the point of view of the final result, that is, from the Consumer's point of view. Business success is determined not by the Producer, but by the Customer."

- Peter Drucker (the most prolific business author of the 21st Century)

This course is designed specifically <u>business majors</u>. We will examine three major areas within marketing:

- THE NATURE OF MARKETING DECISIONS
- > THE ENVIRONMENT IN WHICH THESE DECISIONS ARE MADE
- > THE RELATIONSHIP OF THESE DECISIONS

 TO THE FIRM, BUSINESS, AND SOCIETY

great reasons to come to Taos in August:

- 1. Located in the mountains with an avg. temperature of 80º in August
- 2. Complete your required Marketing course in 15 days
- 3. Escape to the beautiful surroundings & outdoor activities of SMU-in-Taos

Contact SMU-in-Taos to register for the course

smu.edu/taos * 388 Laura Lee Blanton building * (214)-768-3657