

Session 17.

Wrap-up and Review (Context) – (F, March 11)

Discussion Questions

1. Review the key lessons from each theory session and each case. Can you now answer all of the discussion questions.
2. Prepare any questions on the material covered in 15.810 or marketing in general.
3. For each of the cases we covered, think about the 4Ps and the 5Cs. How are they integrated?

Assignments Due

Final Group Exercise

Individual Assignment Due

What are the three most important lessons that you learned about marketing in this course that will help you as a manager?