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Principles teaches the experience and process of actually doing marketing of Marketing – not just the vocabulary. It carries five dominant themes throughout in order to expose students to marketing in today’s environment: 1.

This text was adapted by The Saylor Foundation under a

Philip Kotler, Ph.D. is the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management. He is the author of 35 books, including “Marketing Management”, the most widely used marketing book in graduate business schools worldwide.

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Marketing Principles and Process ... Define and describe the general principles of marketing, including needs, wants, demand, and value, and apply these principles to the pharmaceutical industry. 3. Identify and describe the traditional marketing mix variables ... (Kotler, 2012) More concisely, marketing is the process of creating value for ...

Marketing Principles and Process

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