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**Chapter 2**  
**Developing Marketing Strategies and a Marketing Plan**

**TOOLS FOR INSTRUCTORS**

- Brief Chapter Outline
- Learning Objectives
- Chapter Overview ("Summing Up")
- Extended Chapter Outline with Teaching Tips
  - Topics, key terms, and boxed inserts referenced to PPT slide
- PowerPoint Slides with Teaching Notes
- Answers to End of Chapter Learning Aids
- Chapter Case Study
- Additional Teaching Tips

**BRIEF CHAPTER OUTLINE**

What is a Marketing Strategy?

# M Marketing Grewal Levy 3rd Edition Torrent

**Dhruv Grewal,Michael Levy**

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