

Strategic Marketing Management Chernev

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Professor Chernev teaches marketing management, marketing strategy, brand management, and behavioral decision theory in MBA, PhD, and executive education programs. He has received numerous teaching awards, including the Chairs' Core Course Teaching Award , Kellogg Faculty Impact Award , and the Top Professor Award from the Kellogg Executive MBA Program .

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Strategic marketing management 1. STRATEGIC MARKETING MANAGEMENT MKTM 3161 ECTS-6 2. CHAPTER ONE Introduction to Strategic Marketing Learning Objective After completing this chapter, the student will be able to: Describe the Nature and scope of strategy Examines historical evolution of strategic management, Identify and explain the marked differences between strategic planning and marketing ...

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