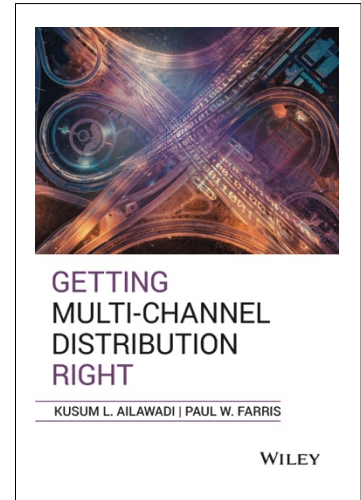


Suggested Chapters and Cases for Other Marketing Courses



Course	Suggested Chapters	Suggested Cases
Marketing Strategy	Chapters 2 and 3 Figures from Chapter 4 Chapters 7 and 8 Chapter 11 Portions of Chapter 13 Chapters 15 and 16	Stainmaster & Master Plan Snapple Red Bull Uber Flipkart Brooks Sports Arrow Electronics or NetApp Natura New York Times Paywall Digital Transformation at Magazine Luiza
Core Marketing	Chapter 2, Chapter 16 Expanded Push-Pull System Chapter 3 Chapters 7 and 8 Chapter 11	Stainmaster & Master Plan Brooks Sports Natura Arrow or NetApp
Digital Marketing	Chapter 7 Chapter 11 Chapter 15	Brooks Sports Natura Digital Transformation at Magazine Luiza New York Times Paywall Wayfair
Marketing Metrics	Chapter 2 Chapters 7 and 8 Chapter 16 Dashboards	Sorrel Ridge Brooks Sports
Pricing	Chapter 3 Chapter 14 Chapter 15	Brooks Sports NYT Paywall
Brand Management	Chapter 2 Chapter 3 Chapter 11 Chapter 13	Silk Snapple Uber Brooks Sports Flipkart