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[MAR 6807 – Advanced Marketing Analysis and Strategy](#)

<http://ruby.fgcu.edu/courses/hrogers/mar6807Sp99.doc>

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[Title: Marketing Author: Roger Kerin, Steven Hartley, William ...](#)

<http://www.openisbn.com/download/0078028892.pdf>

Title: Marketing Author: Roger Kerin, Steven Hartley, William Rudelius, Publisher: Mcgraw-Hill College Pages: 800 Published: 2012-01-27 ISBN-10: 0078028892

[Download Marketing: The Core, Roger Kerin, Steven Hartley ...](#)

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[Principles of Marketing - Beyond Grey Pinstripes](#)

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[Tuesday - Kent State University](#)

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Required Text: The required text for the class is Marketing, 10th edition, Roger A. Kerin, Steven W. Hartley, and William Rudelius, McGraw-Hill 2011.

[Robert A. Peterson and Roger A. Kerin - JSTOR](#)

<http://www.jstor.org/stable/1250235>

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