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### **Syllabus Marketing Strategy (MARKSTRAT) (2 ECTS) Meeting ...**

2 Pre-requisites: Students enrolled are expected to complete Marketing and Marketing Strategy courses and have basic computer skills (Web browsing) 2 Learning Objectives This course is based on the business simulation Markstrat (Strat X SA)

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### **VENKATESH (VENKY) SHANKAR January 2017 Office Address ...**

5 4 Associate Editor, Management Science, Technological Innovation, Product Development and Entrepreneurship, 2001-2007 5 Co-editor, Handbook on Marketing Strategy, 2012 6 Volume Editor, Creating and Managing Product Mix in Legendary Marketers: Phil Kotler, Sage Publications, 2011 7 Co-Editor, Special Issue of Journal of Retailing on Innovations in Retailing, 2011

### **GREGORY S. CARPENTER**

James B Farley/Booz Allen Hamilton Professor of Marketing Strategy (since 1999), Pro-fessor of Marketing (since 1999), Associate Professor of

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Marketing (1990-1999), Kel- (2012), Handbook of Marketing Strategy Gloucestershire, UK: Edward Elgar Publishing Limited Carpenter, Gregory S Shankar and G Carpenter (eds) Handbook of

**Robert W. Palmatier**

Marketing strategy, relationship marketing, and marketing channel theory and strategy with an emphasis on customer relationships and loyalty in the business-to-business, service, and retail markets Citations: 4006 from Google Scholar; h-index 23 (4/2015) Refereed Journals (Published or Forthcoming):

**VITHALA R. RAO Deane W. Malott Professor of Management ...**

Journal of Marketing Research and Journal of Business-to-Business Marketing Ad hoc Reviewer for Psychometrika, Marketing Letters, California Management Review, Naval Research Logistics Previous: Associate Editor, Journal of Marketing, 2014-2016 Editor, Handbook of Pricing Research in Marketing, E-Elgar...