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Chapter 2 - Developing Marketing Strategies and a Marketing Plan

**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  
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?  
The Marketing Plan  
Growth Strategies  
Summing Up  
End of Chapter Learning Aids  
Chapter Case Study: The Netflix Rollercoaster

# Grewal Levy Marketing 4e Instructors Manual

**EW Minium**



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