

Wine Marketing and Communication
Module: Advanced Tools for Marketing and Communication

Programme for Final Exam

2017-18

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1. Programme for Students Attending Class (70% minimum)

- Notes
- Presentations shared with students
- Kerin R.A., Harthley S.W., Rudelius W., *Marketing*, NY, McGraw-Hill, 12th edition (chapters 1, 2, 3, 10, 11, 12, 13, 15, 18) ISBN-13: 978-0077861032.

2. Programme for Students **NOT** Attending Class

- The entire volume: Kerin R.A., Harthley S.W., Rudelius W., *Marketing*, NY, McGraw-Hill, 12th edition, ISBN-13: 978-0077861032.