

## Marketing

Related 1<sup>st</sup> Year Courses: I604 – Creating Customer Value, M650 – Marketing Management

| Books  | Websites  | Podcasts   |
|--|---|--|
| <p><b>Buy-ology: Truths and Lies About Why We Buy</b>, by Martin Lindstrom</p> <p>Presentation of a 3-year, \$7 million neuro-marketing study about how people buy. With so much information being presented to consumers today, Lindstrom uncovers the journey of people’s buying decisions through combining science and marketing</p> | <p><b>Introduction to SWOT Analysis:</b><br/> <a href="https://courses.lumenlearning.com/suny-hccc-marketing/chapter/reading-defining-and-using-a-swot-analysis/">https://courses.lumenlearning.com/suny-hccc-marketing/chapter/reading-defining-and-using-a-swot-analysis/</a></p> | <p><b>Marketing Smarts: A MarketingProf Podcast</b> - Weekly podcast featuring in-depth interviews with smart marketers from all walks of life. Hosted by <i>MarketingProfs</i>, this 30-minute, weekly podcast will deliver actionable insights and real advice to help the audience market smarter.</p> <p><b>Marketing Smarts: A MarketingProf Podcast:</b><br/> <a href="https://player.fm/series/marketing-smarts-from-marketingprofs">https://player.fm/series/marketing-smarts-from-marketingprofs</a>.<br/> <b>Apple Music:</b> <a href="https://podcasts.apple.com/ca/podcast/marketing-smarts-from-marketingprofs/id468650101">https://podcasts.apple.com/ca/podcast/marketing-smarts-from-marketingprofs/id468650101</a><br/> <b>Spotify:</b> <a href="https://open.spotify.com/show/4a3ig9Jqm33lpTe5Cxc2Z0">https://open.spotify.com/show/4a3ig9Jqm33lpTe5Cxc2Z0</a></p> |
|  | <p><b>SWOT Analysis for External Companies:</b><br/> <a href="http://libguides.mcmaster.ca/swot/passport">http://libguides.mcmaster.ca/swot/passport</a></p>  |  |
|  | <p><b>Writing a Marketing Plan:</b><br/> <a href="https://www.linkedin.com/learning/writing-a-marketing-plan-2/">https://www.linkedin.com/learning/writing-a-marketing-plan-2/</a></p>  |  |
|  | <p><b>Digital Trends:</b> Adapt and learn about the latest trends in digital marketing.<br/> <a href="https://www.linkedin.com/learning/digital-marketing-trends/">https://www.linkedin.com/learning/digital-marketing-trends/</a></p>  |  |
| <p><b>Practical Resources:</b> Learn how to use excel in the marketing world.<br/> <a href="https://www.linkedin.com/learning/excel-for-marketers/">https://www.linkedin.com/learning/excel-for-marketers/</a></p>   |   |  |