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Hair holds a bachelor's
degree in economics, a
master's degree in
marketing, and a
doctorate in marketing,
all from the University

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of Florida. He also serves as a marketing consultant to businesses in a variety of industries ranging from food and retail to financial services, health care, electronics, and the U.S. Departments of Agriculture and Interior.

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served as chair of the department of marketing at the M. J. Neeley School of Business from 1982 to 1988 and again from 1997 to 2003. He is currently chair of the Department of Information Systems and Supply Chain Management and is a former president of the Academy of Marketing Science and the Southwestern Marketing Association.

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of the American
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McDaniel has business
experience as the co-
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marketing 7-2 Describe
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Internet marketing 7-3
Discuss the role of
relationship marketing
and strategic alliances
in business marketing
7-4 Identify the four
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Kristen Yee Part 3

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professional
presentation

containing a

description of the

product and brand mix

i. 3 to 5 slides ii.

Presentation will be

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management is key as

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