

BUS-340N-721

Welcome to the Principles of Marketing course! I'm excited to have you in our winter session.

In this online class, we'll explore the fundamental principles that underpin the dynamic world of marketing. From understanding consumer behavior to dissecting successful marketing strategies, we'll cover it all.

As we navigate this virtual classroom together, my goal is to create an engaging and collaborative learning environment. Don't hesitate to reach out with questions, thoughts, or anything you'd like to discuss.

Looking forward to getting to know each of you and exploring the world of marketing together!

Book: Foundation of Marketing, Published by Cengage, Authors: William M. Pride, O. C. Ferrell, edition 2022

Instructor bio: Dr. Mohammadali Koorank-Beheshti is an Assistant Professor of Marketing in Marist's School of Management. He earned his Ph.D. in Marketing from Strome College of Business at Old Dominion University. Dr. Beheshti has actively presented his research at international conferences and published his research in peer-reviewed journals such as the Journal of Business Research. His research interests include social media influencers, consumer-to-consumer interactions, the role of empathy in consumer behavior, and cross-cultural advertising.

Dr. Beheshti teaches diverse marketing courses including Social Media Marketing, Digital Marketing, Marketing Strategy, and Global Marketing.