

**BRONX COMMUNITY COLLEGE LIBRARY
SUGGESTED FOR
MKT 11
PRINCIPLES OF MARKETING**

CODE NO.

TITLE

V3615.1 **THE FOUR P'S (SERIES)** – *16min each, c1999*
V3615.2 **PRODUCT & PRICING**
 PLACE & PROMOTION

V3616.1 **MARKETING: THE REASONABLY-PRICED WORLD (SERIES)**
-26min each, c2002
V3616.2 **THE BASICS**
V3616.3 **PERSUASION**
 TARGET CONSUMERS

OTHER SUGGESTED PROGRAMS

DVD406 **THE OVERSPENT AMERICAN: WHY WE WANT WHAT WE
DON'T NEED** - *32min, c2003*

DVD367 **BIG BUCKS BIG PHARMA: MARKETING DISEASE AND
PUSHING DRUGS** – *46min, c2006*