Textbook:  (1) **Marketing Management**, 15th Edition (2016), Kotler and Keller, Prentice Hall. ISBN # 978-0-13-385646-0  *Students are encouraged to wait until after the first class meeting before purchasing the textbook. Please do not email questions to me about the textbook options before the first class meeting. We will discuss the textbook in detail at the first class meeting.*

(2) **Wall Street Journal** (subscription details will be available in class)