

jove



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2

Chapters



31

Total Videos



Core Learning Objectives

Define marketing and its evolution from an industrial and consumer perspective.

Recognize the significance of marketing in both for-profit and nonprofit sectors.

Compare and contrast various models of consumer behavior including learning,

Develop customer personas and evaluate segment attractiveness for effective targeting.

Differentiate between products, services, and experiences and their marketing considerations.

Analyze various pricing methods and their application in different market scenarios.

01

Marketing

- 1.1 Marketing Fundamentals
- 1.2 Marketing Environment
- 1.3 Consumer Behavior
- 1.4 Segmentation, Targeting, Positioning
- 1.5 Creating Customer Value: Product to Experience
- 1.6 Capturing Customer Value: Price to Exchange
- 1.7 Delivering Customer Value: Place to Everywhere
- 1.8 Communicating Customer Value: Promotion to Evangelism
- 1.9 Social Responsibility and Ethics in Marketing
- 1.10 Market Research
- 1.11 Competitive Marketing Strategies
- 1.12 Marketing Metrics
- 1.13 Digital Marketing
- 1.14 Services Marketing
- 1.15: B2B Marketing
- 1.16: Global Marketing
- 1.17: Contemporary Topics in Marketing

02

JoVE Core: Statistics

List of Chapters

- 1.1 Understanding Statistics
- 1.2 Summarizing And Visualizing Data
- 1.3 Measure Of Central Tendency
- 1.4 Measures Of Variation
- 1.5 Measures Of Relative Standing
- 1.6 Probability Distributions
- 1.7 Estimates
- 1.8 Distributions
- 1.9 Hypothesis Testing
- 1.10 Analysis Of Variance
- 1.11 Correlation And Regression
- 1.12 Statistics In Practice
- 1.13 Nonparametric Statistics
- 1.14 Biostatistics
- 1.15 Survival Analysis
- 1.16 Statistical Softwares
- 1.17 Control Charts