

Dear students,

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.

Throughout the semester, there will be four Zoom meetings scheduled to review course materials and enhance your learning processes. Attendance at these sessions is recommended (but it is not mandatory). The syllabus and Zoom meeting dates will be posted next week on Brightspace. Here is the book information:

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

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

Best wishes,  
Dr. Beheshti