

Additional resources provided:

- Marketing Plan Template from *Marketing Foundations* with Drew Boyd – LinkedIn Learning course
- 2 academic papers:
 - *The role of marketing in the education's process*
 - *Keys of Educational Marketing*

Recommended readings:

- Deidre Pettinga, Angelov, Azure and Bateman, David (2019). *Marketing Management for School Leaders*. Rowman & Littlefield. USA
- Kerin, Roger and Hartley, Steven. (2021). *Marketing: Fifteenth Edition*. McGraw-Hill Education. New York, USA. **(Tengo el libro en PDF y me lo pueden pedir)**
- Kotler, Philip and Armstrong, Gary. (2018) *Principles of Marketing, 17th ed.* Pearson Education. New Jersey, USA. **(Tengo el libro en PDF y me lo pueden pedir)**

Videos

- How to understand the new MKT mantra '*Create, Communicate, Deliver the Value to the Target market at a Profit*':
 - Summary of MKT, at the Chicago Humanities Festival, November 2012:
<https://www.youtube.com/watch?v=sR-qL7QdVZQ> (57 min)
 - The future of Marketing, October 2019:
<https://www.youtube.com/watch?v=WPetPmlN1lw> (1 h 5 min)