

A Big Bang Approach to Teaching the Consumer Decision Making Process

**the BIG
BANG
THEORY**



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Teaching Moment Presentation

Applicable to the following classes:

- Principles of Marketing
- Sales Principles
- Consumer Behavior



The Big Bang Theory: XBOX One vs PS4

BigBangFan • 218K views • 3 years ago

Sheldon is trying to decide on which console to buy. Personally I
Wins!

Ways To Use the Video

- To generate in-class discussion
- As an in-class assignment
- As an out-of-class assignment

