

WELCOME TO

PRINCIPLES OF
MARKETING

OF YOUR LIFE.

DR.
W
O
O
D
R
O
O
F

AGENDA

- My Introduction
- Your Introduction
- Expectations
- Syllabus
- Good-bye

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• Education

- Ph.D. in Marketing
- M.B.A.
- B.A. in Finance



**MIDDLE
TENNESSEE**

STATE UNIVERSITY.®

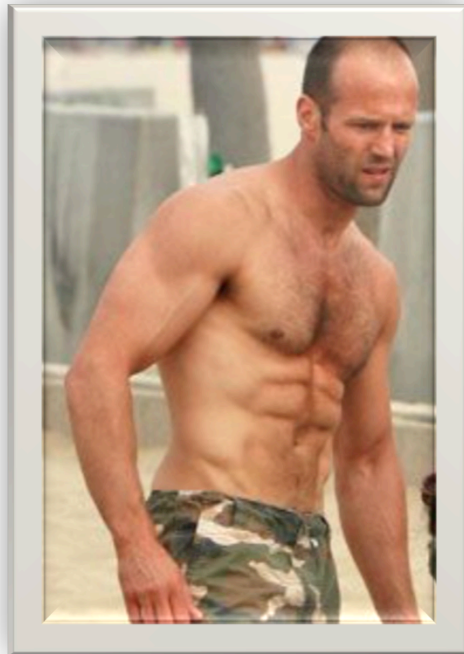


My Word Cloud



• Interests

- Family
- Friends
- Tennessee Vols
- Traveling
- Exercise



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WHAT

LIGHTS

YOU UP?

- Name
- Major
- Where you're from
- Something unique about yourself

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Sorry,
but I'm not
perfect

#Mistake

Sorry,
but **YOU'RE** not
perfect

#Mistake



FROM

ME



FROM
YOU



DO NOT MAKE FUN OF OTHERS

perspective

write

The image shows the word "write" constructed from five wooden blocks. Each letter is cut out of a block of a different color and texture: 'w' is light wood, 'r' is dark brown, 'i' is light wood with a small dot above it, 't' is dark brown, and 'e' is greenish-grey. The blocks are arranged horizontally and slightly overlapping.

**BUILD
YOUR
BRAIN
WITH
CRITICAL
THINKING**



THERE'S A THIN LINE
BETWEEN CONFIDENCE
AND ARROGANCE... ITS
CALLED HUMILITY.
CONFIDENCE SMILES.
ARROGANCE SMIRKS.

- Unknown



Hard Work



APPLICATION

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What is marketing?

