

Wroe Alderson Lecture

Marketing Colloquia

Thursday, April 18, 2013

Where: 345 JMHH

When: 3:00 PM to 4:20 PM

Wroe Alderson Lecturer

Philip Kotler

S.C. Johnson & Son Professor of International Marketing
Northwestern University, Kellogg School of Management

Confessions of a Marketer

Summary: Professor Kotler reviews the history of marketing as a discipline, comments on the main criticisms of marketing, highlights its main contributions, and proposes where it must go from here.