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Michael R. Solomon, Ph.D. is Professor of Marketing. Prof. Solomon's primary research interests include consumer behavior and lifestyle issues, branding strategy, the symbolic aspects of products, the psychology of fashion, decoration, and image, services marketing and the development of visually-oriented online research methodologies. He has published numerous articles on

Michael Solomon, Ph.D. | Saint Joseph's University

Both the business plan (which includes decisions that guide the entire organization) and marketing plan should be created. Marketing plans describe the marketing environment, outline the marketing objectives and strategy, and identify who will be responsible for carrying out each part of the marketing strategy.

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