

## PREFACE

The most difficult parts of an introductory marketing course for students are those that deal with quantitative approaches to marketing analysis. Techniques of this nature are found in the areas of sales forecasting, consumer analysis, pricing, distribution, promotion, and financial and operational analysis. The purpose of this book is to help the student, as painlessly as possible, overcome the learning difficulties associated with some of the quantitative techniques in each of these areas.

Since it is not uncommon for students in an introductory marketing course to have varying academic backgrounds, the problem facing the course instructor is the decision as to the appropriate approach to use to teach the subject matter. If the instructor selects an approach which assumes a given level of prior academic preparation, many students will be left at the starting gate in a sea of confusion. On the other hand, if the instructor selects an approach which assumes no prior academic preparation, boredom will quickly set in for those who already possess within the recesses of their minds an understanding of the great words of wisdom to which their ears are being treated.

It is because of the academic diversity of students in introductory marketing courses that this book was written. The book assumes no prior knowledge of the concepts and topic areas presented. It also does not assume that the student will necessarily read the entire book or complete all of the chapter exercises. What the book does assume is that the student will devote sufficient time and effort studying the material with which he or she is having problems.

The book has been written using an approach which is user friendly. So, if you have limited or no mathematical background, there is no need to worry. The step-by-step approach of the book will guide you to the correct solutions. If you happen to stray or become confused, reviewing the section with which you are having difficulty should set things straight.

This book is designed to serve as a supplement to the main textbooks used in introductory or other marketing courses (e.g., consumer behaviour, retailing, marketing management, pricing) at any academic level. For this reason, there will be no attempt to discuss all aspects of the topic areas considered. The primary focus will be on how to quantitatively solve questions in each of the areas of concern. Qualitative considerations will only be presented when necessary. The student is advised to refer to the main textbook in the course or other relevant textbooks for

more detailed information pertaining to the qualitative aspects of the techniques discussed.