



Special Issue on Marketing

Call for Papers

Marketing is a widely used term in the business. The American Marketing Association defined Marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." It includes: identification, selection and development of a product; determination of its price; selection of a distribution channel to reach the customer; and development and implementation of a promotional strategy.

In this special issue, we intend to invite front-line researchers and authors to submit original research and review articles on exploring **Marketing**. Potential topics include, but are not limited to:

- Marketing strategies
- Online marketing
- Enterprise marketing
- Social media marketing
- Email marketing
- Branding
- Advertising
- Product bundling
- Marketing communications
- Small business marketing

Authors should read over the journal's [For Authors](#) carefully before submission. Prospective authors should submit an electronic copy of their complete manuscript through the journal's [Paper Submission System](#).

Please kindly specify the "Special Issue" under your manuscript title. The research field "Special Issue - *Marketing*" should be selected during your submission.

Special Issue Timetable:

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For further questions or inquiries, please contact Editorial Assistant at
me@scirp.org.