

## MSc MM Prerading-Prelistening-Previewing 2015

### 1. **Seth Godin: The tribes we lead**

<https://www.youtube.com/watch?v=uQGYr9bnktw>

Seth Godin, a marketing guru (born July 10, 1960) is an American author, entrepreneur, marketer, and public speaker.

In May 2009, Godin's Seth's Blog was ranked the number 1 marketing blog out of the 976 tracked by the „AdAge Power 150”

See more on him:

<http://www.sethgodin.com/sg/>

### 2. **Philip Kotler on marketing**

<https://www.youtube.com/watch?v=sR-qL7QdVZQ>

Philip Kotler (born May 27, 1931 in Chicago, Illinois) is an American marketing author, consultant, and professor; the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University. He is the author of a huge number of marketing books.

See more on him:

[https://www.kellogg.northwestern.edu/faculty/directory/kotler\\_philip.aspx](https://www.kellogg.northwestern.edu/faculty/directory/kotler_philip.aspx)

### 3. **Uruguay's president on consumption and the future of the planet**

<https://www.youtube.com/watch?v=cCEgcd7G9Bg>

José Alberto "Pepe" Mujica Cordano (born May 20, 1935) is an Uruguayan politician who was President of Uruguay between 2010 and 2014. He has been described as "the world's 'humblest' president", due to his austere lifestyle and his donation of around 90 percent of his \$12,000 (£7,500) monthly salary to charities that benefit poor people and small entrepreneurs.

See more on him:

<http://www.britannica.com/biography/Jose-Mujica>

### 4. **Bach: Fugue in g minor (the so called „little fugue”) BWV 578**

<https://www.youtube.com/watch?v=ddebxi3-UO4>

... and some food for thought or rather an enigma?? What relationship do you think could be discovered between marketing and the fugue structure? Kicking off your thinking – what is common in the way marketing communication works today and the fugue as a genre?

Have a look (or rather a couple of looks☺) and analyse.

Some more help on the genre:

<http://www.merriam-webster.com/dictionary/fugue>