

Copyright is owned by the Author of the thesis. Permission is given for a copy to be downloaded by an individual for the purpose of research and private study only. The thesis may not be reproduced elsewhere without the permission of the Author.

LIBRARY

A COMPUTER-BASED APPLICATION
TO UNDERSTANDING MARKETING FLOW PLANS:
THE BRIDGES
MARKETING PLAN FLOW CHART

A research report presented
in partial fulfillment of the requirement
for the degree of
Master of Business Administration
at Massey University

Lynn M. Hunt

1985

1086040979



CONTENTS

	Page
Introduction.....	1
Marketing.....	4
Instructional Design.....	8
The Delivery System.....	14
Structuring and Sequencing the MPFC Lesson.....	23
References.....	25
Appendix A. Frame Logic.....	27
Appendix B. Individual Lesson Plans.....	31