

MKT100-18872 Chap 7 Student Notes

1. Motivation is tied to goals—Maslow's Hierarchy of Needs
2. The hiring selection process is the most important. Next is the interview process.
3. Vroom's Expectancy Theory
 - a. Argument
 - b. Counter-argument
4. Equity Theory
5. Motivation is a (the!) way to accomplish goals. More than monetary satisfaction. You need to like a job (or you'll quit eventually)
6. Herzberg's two-factor theory is important.