

# Teaching and Marketing: The Two Sides of the Same Coin

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**Abstract**—Owing to competition in various domains, marketers are resorting to all sorts of promotional, development and innovative activities. And, teaching as a profession has gone for a paradigm shift, especially when seen from their role and key result areas from the perspectives of Deemed Universities and Private Universities. The students, who happen to be the customers are as usual biggest beneficiaries, as they are being offered a customized, value added, and innovative service product, that is industry relevant for their employment enhancement, both option and remuneration wise. The 7Ps of services marketing are therefore relevant to education industry as well, and teachers being the retailers, whose role is so dynamic, that s/she has to upgrade themselves by attending and participating in Faculty Development Programmes, Conferences, Seminars and Symposia. After a thorough study of teachers' roles, responsibilities and challenges, a set of 7Ps have been identified. Apart from this, another set of 7Ps are also conceived, which can be taken as the foundation that can be laid down both for teachers and marketers in general, on the basis of their roles and responsibilities at the periphery of their profession.

**Keywords:** *teaching, marketing, patience, processes, probe, purpose*

## 1. INTRODUCTION

Marketing as a subject is so practical, and especially selling is there in everyone's life, but the circumstances, situations and domains vary. The basic objective of doing this study has been to highlight that teaching and marketing have some common elements, especially, when scanned from the present perspective of burgeoning business schools, management institutes/colleges. Both the teachers and marketers look forward to inculcating some elements that are common, and hence, this study to identify these Ps termed as; *master Ps*.

The study has been primarily conducted on the basis of secondary research. Some key terms have been identified, that are common in both teaching and marketing domains. According to the available literature, the gaps have been identified, and then these terms have been correlated with reference to these disciplines of communication. These are termed as common Ps, as gauged from layman's perspective. This research study is qualitative and descriptive. The sample size had been 125 students, who, had been studying French, business communication, soft skills in two management

institutes viz. Kuoni Academy of Travel, Bharati Vidyapeeth Deemed University Institute of Management and Research. These students were from 18 years to 25 years of age, studying Tourism, Marketing, International Business, Finance, and Human Resource Management.

Primary research was also conducted, followed, by developing a questionnaire that had 20 questions, both open ended and closed ended. The identified variables were: personality development, soft skills, presentation and communication skills. Secondly, the method of disguised observation was also resorted to. Plus, case study method, to study the behavioral aspects of 20 students, who were trained for DELF Examination was applied. These management students were being groomed for a period of 15 hours, and were trained in French language, culture and civilization. Two groups were identified for this case study for a period of three months. Their data in the form of open ended questions was analyzed qualitatively.

This study is an attempt to correlate some basic terms and their applications in teaching and marketing. Whereas there are 7Ps in service industry marketing, they have been connected to that of teaching. Then, *there are 7 Ps of teaching which have been created as a model, based upon the secondary research*, through which these available terms, concepts and related concepts have been explained and studied by the researcher. They have been assimilated, and then correlated to services marketing. Last but not the least, there have been *7 more Ps, that are identified from the perspective of a layman, which are common in both teaching and services marketing*.

The teachers are like channels for distributing their well researched educational programmes i.e. they act as retailers, whose role has gone for a paradigm shift. The teachers are the ones, due to whose knowledge, the delivery in the classroom, the students (customers/consumers), are going to decide whether to attend the sessions, i.e. attendance (or consume the entire education product), or to refer to their acquaintances about the respective institute. So, teachers are not only the distributors, but are also the marketers through word of mouth

publicity of the manufactures i.e. the universities, and, generating referrals.

## 2. FOLLOWING ARE THE DETAILS OF THE LITERATURE THAT WAS REVIEWED FOR WRITING THIS RESEARCH PAPER.

(i) Paper: "Thoughts on Creative Talents Training", written by Xiang-Ju PENG, Hong-Xiang LIU (Hunan Institute of Engineering, Xiangta, China). This paper puts forward five proposals about the creation of a culture core of creative talents training and innovative mechanisms, to achieve the educational concept. The researchers concluded that creative talents training are a gradual process of change and alteration. For this, one needs to have enough of perseverance and patience. **Gaps identified:** The paper does not provide any method of how to develop these two Ps of patience and perseverance.

(ii) "Grit : Perseverance and Passion for long term goals" : (American Psychological Association), Journal of Personality and Social Psychology, vol.92 (6), June 2007, 1087-1101. The authors of this paper tested the importance and viability of one personality trait; Grit, which is instrumental for perseverance and passion for achieving long term goals. Grit accounted for 4% of the variation as far as achievement of goals was concerned. Moreover, grit did not get related to the intelligence quotient, i.e. IQ. This research emphasizes that; to achieve goals or success, not only grit, but, continuous application that is well concentrated is required for one's talent over a period of time. (Psyc. INFO Database Record © 2012 APA). **Gaps identified:** The "how" aspect has not been elaborated in this paper. Hence, there was a need of research study on the right brain hemisphere that focuses upon creativity, emotional quotient, visualization etc.

(iii) Paper: "Learning environment, learning process, academic outcomes and career success of university graduates" by Lyanda Vermeulen and Henk G. Schmidt, published online in July 2008. This study analyzed the data collected, by following the method of conventional structural equation modeling, after getting the questionnaires filled by 3324 graduates at a Dutch University. **Findings:** There was an indirect effect and influence of university level education and learning on career success. Secondly, the environment that is provided to the students increases their learning ability, as they are more inclined to study through the element of motivation. This motivation has a direct effect on their learning outcomes, which is positive. Another important aspect was that the success later in their career was influenced by their participation in extracurricular activities. **Gaps identified:** This paper also projects the facts, but "how" aspect is not reflected.

(iv) Book: "The elements dictionary of personal development" ch. Positive thinking" p.157.

(iv.a) "Positive Thinking": Vera Peiffer (1989) defines it as "making use of the suggestibility of one's subconscious mind in a positive way". One's thinking is said to be in positive direction when one concentrates upon the things and aspects and resources that one has or wants, rather than upon the ones that one does not have. It is possibility focused and not limitation centric i.e. positive thinking is solution centric. The teachers who promote positive thinking in their classes help promote higher standards of achievement and self-esteem in their students. **Gap identified:** In this book; in the concerned chapter again, the definitions, meanings and related concepts are explained, but the real life application is not there.

(iv.b): In the same book in chapter of Purpose p.165, the author has explained the term; Purpose which concerns with the "why" aspect of what one does, rather than "what and how aspect". It is the *raison d'être* i.e. reason of one's being, the very reason that one is there or it is one's personal calling. The Purpose drives action, but it is not an action in itself. John Kalench (1990) defined purpose as "not something one does, but purpose is something that one be. **Findings :** This chapter well substantiates the objective of this study, as identifying the very purpose is important by the teacher, and then connecting the objectives and tasks to be performed in the classroom with it, to achieve the goals. In this chapter, the terms, concepts and meaning are very well explained, but application part is missing.

## 3. IN THE FOLLOWING PARAGRAPHS, SOME IMPORTANT TERMS HAVE BEEN DEFINED, SO THAT A CONNECT IS ESTABLISHED BETWEEN TEACHING, MARKETING AND IDENTIFICATION TO COMMON PS IN THESE TWO COMMUNICATION BASED DOMAINS.

**Marketing Concept:** Marketing concept is a customer orientation backed by integrated marketing aimed at generating customer satisfaction as the key to achieve organizational goals.

**Retailer:** The business of selling things directly to customers for their own use.

**Logistics:** It is management of flow of goods between point of origin and point of consumption in order to meet requirements of customers or corporations. The resources managed in logistics can include physical items, such as food, materials, animals, equipments and liquids, as well as abstract items, such as time, information, particles and energy. The logistics of a teacher are : pen, pencil, marker, black board, white board, overhead projector, projector, slides, computer system, attendance books, lesson plan, answer sheets, books, assignments, worksheets etc. These are considered to be physical items as per the above definition. Whereas, information sharing, knowledge dissemination, experience sharing and the positive energy in the form of motivation,

attitude, intellect, creativity, visualization and wisdom are the energy forms of logistics from teachers' perspectives.

**Distribution channel:** It is the network of individuals and organizations, involved in getting a product or service from producer to customer. Taken from the above perspective, in case of teaching, the role of a teacher is more dynamic, as the service product viz. education programme has already been bought by the customer, and, it is the student himself or herself, who is using the product after consuming it, and that too repeatedly i.e. class wise, each day, each month, each semester, each year, as long as s/he is studying. The channels of distribution of educational product are multifold and multilayered, in the form of different teachers, teaching different subjects, who are report to heads / deans.

In some central and state government universities, deemed universities and private universities, there is a feedback mechanism, which is conceived so that the educational products and services could be fine tuned as per the market scenario, which is industry in this case, and the delivery systems and processes could be further improvised and innovated, for the purpose of better product and brand management, which is education and name of the institute, university/ college respectively in this case. It's here again that teaching and marketing complement each other.

The teacher has evolved more like a distributor or rather a retailer of this educational service product, and his role is dynamic, as he has to fulfill the needs and wants of the customer and consumer (students), and that of the producer (University/Institute) as well. This is because, if the students are satisfied, there will be word of mouth publicity, and repeat customer is generated through references.

**Teaching:** Oxford Advanced Learner's dictionary defines teaching as "Impart of knowledge to or instruct (someone) as to how to do something". To correlate with the marketing discipline; this is what the marketers do. They inform and bring awareness about their products and services through advertising, public relations, publicity and personal selling. Through labels on their manufactured and marketed products and services, they inform and advise their market about Dos and Don'ts.

#### 4. THE 7 PS OF SERVICE MARKETING:

**(1) Product:** In case of services, the 'product' is intangible, heterogeneous and perishable. Moreover, its production and consumption are inseparable. Hence, there is scope for customizing the offering as per customer requirements. This is why, in case of an educational service product, innovations, value addition courses are being added to, so that there is differentiation for the service product. In case of teaching, the teacher needs to fine tune his lecture as per his students. It's here that the concept of market segmentation can be well connected with the profession of teaching. But, the teachers

need to have the 7 Ps, which have been explained separately in the later part of this study.

**(2) Pricing:** Pricing of services is tougher than pricing of goods. While the latter can be priced easily by taking into account the raw materials costs, in case of services' attendant costs - such as labor and overhead costs - also need to be factored in. Similarly, in education industry, the teachers are adding value to the overall education programme, in the form of teaching foreign language courses, soft skills development and training, computer skills' courses. As a result of this, the education programme is priced on a higher side.

**(3) Place:** Since service delivery is concurrent with its production, and cannot be stored or transported, the location of the service product assumes importance. There are management institutes that are located in Delhi, connected well by metro, especially, since accessibility is the prime concern by the customers (students). The service providers have to give special thought to, where the service would be provided. Management institute or a business college plans its location at a place where there is exclusivity, an area that is on the outskirts of a particular area, if it happens to be a residential campus. Here, the institute or a college or a business school plays the role of a wholesaler or C & F (clearing and forwarding) agent in marketing terminology. And, in this context, teachers play the role of retailer for the consumption of the product i.e. their respective management subjects, which have been already sold. But yes, the product is delivered in phases, in the form of semesters, and the fee, that is like the price of the product from the producer's perspective and cost from the perspective of customers.

**(4) Promotion:** Since a service offering can be easily replicated, promotion becomes crucial in differentiating a service offering in the mind of the consumer. Here comes the role of value added courses offered by the institutes, to create product differentiation and position in consumers' mind by following perceived value segmentation. This is why some institutes are known for their particular programme, and are known in the market for a particular specialization viz. finance, marketing, operations, research, strategic management or placements.

There is an up gradation of their educational programmes through provision of value addition which includes; foreign languages, corporate level training, industry-students interface, soft skills development, workshops, group discussions and personal interview trainings, psychometric tests, career counseling and guiding, imparting entrepreneurship development skills, innovation clubs, cultural and social clubs. All these initiatives are instrumental in creating the brand equity, followed by the effective and continuous fine-tuning of educational product development, so that repeat purchase, word of mouth publicity, referrals generation are at the optimum levels.

**(5) People:** People are a defining factor in a service delivery process, since a service is inseparable from the person providing it. Thus, a restaurant is known as much for its food as for the service provided by its staff. The same is true of banks and department stores. This is so true in case of management education teachers or faculty members, who are the most crucial persons for delivery of the services product. They deliver this through their lectures, workshops, special trainings, counseling and career guidance, and addressing to personal and societal issue of their customers i.e. students. Consequently, customer service training for staff has become a top priority for many organizations today. In case of management institutes, this is being stressed through FDPs i.e. faculty development programmes, workshops, trainings, conferences, case study competitions and other special events from time to time, bridging the gap between industry and academia, so that the students who are being taken as the customers are satisfied with the education courses for which they have paid. On the other hand, the faculty members become aware and keep them abreast with the latest developments in their respective fields of study, so that they could deliver at their best.

**(6) Process:** The process of service delivery is crucial, since it ensures that the same standard of service is repeatedly delivered to the customers. Therefore, the management education producers, wholesalers and retailers work in tandem to bring uniformity in their service product development, through continuous up gradation, fine tuning and innovating. Therefore, most companies have a service blue print, which provides the details of the service delivery process, often going down to even defining the service script and the greeting phrases to be used by the service staff. In case of management education, this is dynamic, and keeps changing, which can be termed as innovations, as per the latest development and trends in the industry. The current scenario and the future scenario are both scanned while delivering the lectures, and the teachers are made to enhance their learning continuously. For this, the producers (universities' management) give incentives in the form of special financial grants to teachers to attend seminars, conferences and conducting special research studies, minor study projects etc. This is required, so that the teachers could synthesize the required professional skill sets in their teaching methodology.

**(7) Physical Evidence:** Since services are intangible in nature. Most of the service providers strive to incorporate certain tangible elements into their offering, to enhance customer experience. Thus, there are students' waiting rooms, which are well designed areas, often with magazines and plush sofas; to read and relax. Special care is taken towards the selection of reading material to be kept in this room. From type of newspapers, magazines, to the display of certificates of government departments' accreditation and testimonials, all the efforts are focused upon creating an image of the institute and concerned university. Last but not the least, testimonials by the old students help the business schools derive maximum

leverage as far as demonstrating and projecting of their vision, mission, objectives are concerned, although these are given special attention to as well with a separate area for their display. Similarly, heavy investment in the interior design and decorations, to offer a tangible and unique experience to their guests is also resorted to, as the producers believe that 55% of sale is done by creating the first impression.

*All the above processes were applied through the following identified 7Ps that the researcher found having developed and improvised in personality. These Ps are defined, and then related with reference to teaching, learning, training and development.*

**(1) Patience : (with somebody/something):** It is the ability to stay calm and accept a delay or something annoying without complaining. This is the ability to spend a lot of time doing something difficult that needs a lot of attention and effort. *It really takes lot of time and patience to visualize, teach, and then involve students in the class.* This P of patience is also followed by marketers, when they develop long term marketing plans for their service product, whereas, they develop sales strategies based upon short term goals. Hence, the marketers resort to wait, they need to be patient, for getting response for their services. Also, development of brands takes years and years.

**(2) Perseverance :** It is the quality that allows someone to continue trying to do something even though it is difficult . The title of most successful Bollywood' director and editor; Mr. Raj Kumar Hirani's film " Lage Raho Munna Bhai, very aptly substantiates this term. It is a continued effort to do or achieve something despite difficulties, failure, or opposition. It is a challenge to teach to adult students. The teachers need to follow a consistent approach to share their knowledge with their students who are between 18 to 25 years of age, and, they have to be patient. Following the P of Patience, marketers of legendary brands like Coca Cola, Reebok, NIKE, Lakmé, ITC, TATA have to consistently follow and apply their focus and sustained marketing efforts, and then their brand are built. This consistency, repetition and constant feedback from their market in form of market research is in a way Persistency followed by them.

**(3) Positivity:** It is good or useful thinking about the good qualities of someone or something. This envisages thinking that a good result will happen. Being positive always means hopeful or optimistic. It is a fact that students have to be made serious about the subject that a teacher is teaching. He has to be positive come what may. His consumers might not be satisfied with the micro product i.e. the other subject, due to lack of interest in the subject by the student, or the teacher's execution style. But the teacher in private institutes has to take it "customer is the emperor", i.e. *going further beyond the adage: "customer is the king"*. The marketers also need to be positive about their market.

**(4) Passion:** This means a strong liking for something or a strong tendency to behave in a certain way. The teachers are required to be clear that they are in the business of teaching by choice. They have chosen this noble profession. They need to enjoy it. Passion gives Power to achieve the goal. Similarly, a marketer has to have a power, passion and belief in his product/service first, before he markets them. Especially, the sales persons, they have to be convinced that the product/service that they are selling is really good and must have faith, confidence that their product/service is differentiated well from that of competitors'

**(5) Purpose:** This is the reason why something is done or used i.e. the aim or intention of something, the feeling of being determined to do or achieve something. Whenever a teacher is going for a class, he needs to have a clear objective of his class. What is he expecting to do, and what is he looking forward to achieving from students i.e. the learning outcomes. There has to have a purpose of his overall teaching and learning activity, which is divided in each class in the form of objectives, goals and tasks. The marketer or producer is not there in the market to do charity, but to earn profit for the company. Hence there is a purpose, when products or services are marketed. This purpose is to serve the customer first.

**(6) Pattern:** it is a regular and intelligible form or sequence discernible in the way in which something happens or is done. It lends/ gives a regular or intelligible form to the field of study". The brain not only receives information, but interprets and patterns it". This holds true for any subject that is being taught to the students. There is a systematic and laid down norms, steps, paths that help accomplish the tasks set to attain the learning outcomes. Same is the case in marketing. By following some preconceived ideas, activities and plans, the customers' needs and wants are satisfied.

**(7) Process:** this refers to a series of actions or steps taken in order to achieve a particular end. This P complements the 6<sup>th</sup> P i.e. pattern. There is a pattern, a design, a pre set process/method, to be followed, which is time tested, applied, researched, and, the process gives a mega scope view to this microscopic , focused approach. This process is the procedures, methods, systems, processes that help attain the very purpose of teaching i.e. the holistic development of learners that is wholly attained.

*It can be concluded that all the above 7 Ps of Teaching are interconnected, and complement each other.*

*The third set of 7Ps identified and derived after research is discussed below. These 7 Ps are dynamic in the sense and are termed as Master Ps. They serve the purpose from marketing and teaching perspectives, in their essence of approach, philosophy, objectives and purpose of these two communication based disciplines.*

## 5. MASTER PS (COMMON IN MARKETING AND TEACHING)

**(1) Plan:** It is a set of actions that have been thought of as a way to do or achieve something that a person intends to do. Here, a plan is also related to a Phenomenon which is something (such as an interesting fact or event), that can be observed and studied, and, that typically is unusual or difficult to understand or explain fully. But this sub P of Plan is instrumental in giving the overall contextual background within the periphery of which a plan is accomplished after having a clear direction and vision.

**(2) Push :** This term means, to attract (someone) as a customer; a cause to show interest in something. By relating this definition to teaching, it means that a teacher is teaching something in such a way, that missing a class would be something like missing out something. The teacher builds a bond, a connect with his students,s/he reaches out to the students. The teacher has to be pushy, assertive, and act like a commanding officer, and create the corporate level entity right in his class, with a clear objective, with the defined tasks, and the goal to be achieved from each class, that matches the overall vision of his subject. Applying the above concept of Push in marketing, marketers first resort to repetitive advertising, sales promotion, personal selling, publicity and public relations for marketing their brands. Once they develop their position in the targeted market, they wait for the response, which if positive, creates the Pull i.e. market viz. the customers relate the product/service to a particular brand name.

**(3) Pull :** This refers to the attraction that the customer has towards a product or service. An Amir Khan's film will always have the pull effect. Cadbury has a pull effect, that they have been able to create by building their brand. So is with teaching. Some teachers are known for their subject, and students come to them, rather they themselves going to the students. They have built themselves as brands, and their names are synonymous with their subject, like Dr. Philip Kotler for Marketing, Dr. Deepak Chopra for Spirituality, and Dr. Peter Ducker for Management.

**(4) Procedures, (processes) :** the procedures can also be referred as processes, which refer to a series of actions that are done in a certain way or order or they are an established or accepted way of doing something. The discipline of teaching has a procedure i.e. a syllabus that needs to be covered in the classroom in a semester with the well defined delivery instruments in the form of presentations, internal evaluations, assignments, case studies, projects etc. Similarly, in marketing, there are procedures/methods that are applied to market the services/products, whether it is advertising, sales promotion, research, customer's services, after sales service etc. There are predetermined procedures/processes/systems that are to be followed by marketers to accomplish their targets. Hence, whether it is teaching or marketing, Procedures

refer to some particular way(s) of accomplishing something, or of acting in such a way, that results are bound to come, if not optimum, but yes, as per organizations' goals and objectives.

**(5) Probe:** It refers to a careful examination or investigation of something. This term is associated with enquiry, investigation and examination of something, some process. By relating to teaching, probe refers to the doubt clarifications of students i.e. more doubts, the better are the learning outcomes. Similarly, the teacher also probes, it is the why aspect, that he applies for his students, to further groom themselves. In case of marketing, this probe is synonymous with market research and marketing research, and techniques applied. In marketing arena, this P is related to the investigative studies i.e. research, that marketers resort to, to develop new products, product development, packaging and creating effective advertising messages.

**(6) Ponder:** This means “to think about or consider (something) carefully. This P is related to thinking aspects of teacher and marketer. This pondering ability leads to idea generation, concept development and testing, as a result of which, new product development and innovation takes place. Moreover, this P is closely related to the P of Probe, and complements the same. When a student probes into something, he/she ponders about knowing it, and looks for the answers to his probing questions, to further develop his thinking quotient. Whereas, in marketing, marketers are always pondering about the changing consumers' needs, tastes, preferences, and accordingly develop their advertising messages, themes, and their products/service offerings.

**(7) Project:** It is a planned piece of work that has a specific purpose (such as to find information or to make something new), and that usually requires a lot of time. Teaching is a project that spans for a period of two years in case of an MBA degree. This is further divided into one year, and, then into two semesters. Hence, a project is a time bound process. Similarly, marketing is also an activity that has a laid down plan; short term and long term. It is further sub-divided into mini projects; advertising, sales promotion, research, publicity and public relations, after carrying a time bound research activity, which also constitutes a project.

To conclude it can be stated that the teacher whose role as a retailer from marketing and business parlance is more dynamic, as he is a retailer, and producer as well. Plus, he is an innovator as well. He helps develop new product ideas. He is a researcher as well, since based upon his feedback and observations, new service products, in the form of add on courses, audit courses, new product extensions are developed, which help the producers/manufacturers (universities, institutes), sustain their competitive edge, and develop their market share by repeat customers. Same way, the retailer in classic marketing channel model, is the one who is in direct touch with the customers, owing to accessibility, loyalty, trust and other value addition elements. The retailer has come to

stay as the most important channel in the whole process of marketing.

Through this study, an effort has been made to contribute towards research in interdisciplinary field, wherein, soft skills, leadership skills, empathy, emotional quotient, personality development can be intermingled. It can be merged and integrated in teaching methodology of management subjects. Most importantly, this paper also tries to craft some terms that are common in teaching and marketing viz. plan, push, pull, procedures, probe, ponder and project, which can be further developed and researched for the development of teaching and training models as per the specific target audience, that could be students, learners and professionals from any demographic profile. There could be further research on sub-Ps, on which empirical research can be conducted. As in the case of P of Process(es), which is common in 7 Ps of services marketing, teaching and Master Ps. Similarly, further research can be done to create master Ps, that are common in these three models.

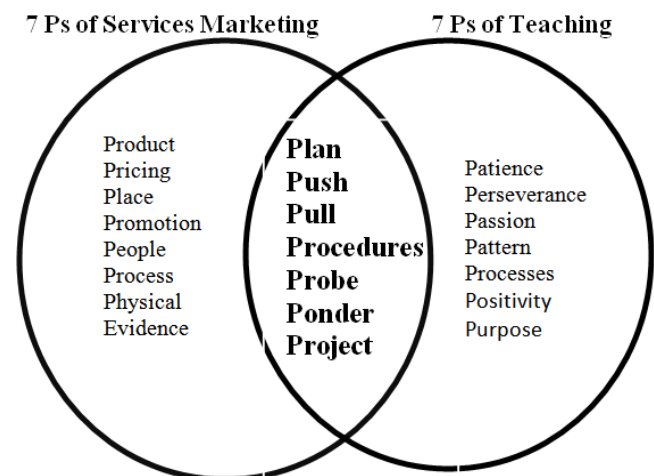


Fig. 1: The Master Ps

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