

The course introduces basic concepts of Marketing and then focuses on the scheduling and implementation of marketing management strategies and policies, as companies face this task at the strategic business unit level. The marketing management process (sometimes called corporate marketing, strategic marketing, or marketing management) is important at all levels of the organization. The course emphasizes on primary and changing perspectives on marketing management in the 21st century, the impact of interactive media on marketing management and on domestic and global applied marketing management and strategy.