

## Faculty of Commerce & Business Administration

### Marketing (1)

#### Information :

**Course Code :** MKT 254

**Level :** Undergraduate

**Course Hours :** 3.00- Hours

**Department :** Faculty of Commerce & Business Administration

#### Instructor Information :

Title	Name	Office hours
Lecturer	NAGLAA MOHAMED DIAA EMAM MAHMOUD RAMZY	8
Teaching Assistant	Ahmed Hany Abdelmenem Aly Ahmed	

#### Description :

This course examines the marketing function and the dynamic environment in which it is practiced. The central importance of the consumer is emphasized, analyze marketing opportunities, formulate strategies and make decisions regarding product, price, distribution and promotion the marketing mix.