

Faculty of Commerce & Business Administration**Enterprise Marketing Management****Information :****Course Code :** MKT 405**Level :** Undergraduate**Course Hours :** 3.00- Hours**Department :** Department of Marketing**Instructor Information :**

Title	Name	Office hours
Lecturer	HEBA MOHAMED ABDELWAHAB TAWFIK CHEHATA	2
Assistant Lecturer	Norhan Ibrahim Eldisokey Elsayed	1

Description :

Special challenges and opportunities confront the marketer who serves the needs of organizations rather than households. Business to business customers represents a lucrative and complex market worthy of separate analysis. The business marketing course provides an ideal platform to deepen student knowledge of the competitive realities of the global market place, customer relationship management, supply chain management, and related areas.