

**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 :**

<b>Title</b>	<b>Name</b>	<b>Office hours</b>
Lecturer	HEBA MOHAMED ABDELWAHAB TAWFIK CHEHATA	2
Lecturer	ENGY SAMY AHMED MOHAMED	2
Assistant Lecturer	Sherif Mohamed Kamal Mahmoud Hussien	

**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.