

Faculty of Commerce & Business Administration

Enterprise Marketing Management

Information :

Course Code : MKT 405

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Marketing

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.