

# MBA 512 : Marketing Management

At the end of this course, students will be able to demonstrate the application, analysis and synthesis of marketing management concepts and strategies. Students will demonstrate and evaluate current approaches in marketing, consumer decision making, the marketing environment, product management, pricing decisions, distribution systems, integrated marketing communications, and managing the marketing effort. Key strategic concepts and processes are emphasized using lectures, case studies, client presentations, and through the development of marketing plans.

**Grad Scheme**

Letter

**Credits 3****Prerequisites**

NONE