



College of Pharmaceutical
Sciences and Drug Manufacturing
A college accredited by "NAQAAE"



NP 005

COURSE DESCRIPTION:-

The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management, and to provide practice in assessing and solving marketing problems. The course is also a foundation for advanced electives in Marketing as well as other business/social disciplines. Topics include marketing strategy, customer behavior, segmentation, market research, product management, pricing, promotion, sales force management and competitive analysis.

