

Services Courses Coordination Unit

No. of course	Course Name	Hours	Prerequisite No.
0400501	Principles of Marketing	3	_____

Introducing students through this course to the concept of the art of marketing, its origins, intellectual trends, principles, and basics of consumer behavior, as well as the market family and its segmentation as the market. The course also focuses on the concepts of the mix, the concept of the product, the life cycle of the product, its development, the mechanism of its distribution and promotion, and its methods over time in the various commercial cycles.