**Description of Marketing Management**

|  |  |  |  |
| --- | --- | --- | --- |
| **Prerequisite No.** | **Hours** | **Course Name** | **No. of course** |
| **0400501** | 3 | **Marketing Management** | **0405211** |

**Course description:**

It focuses on the marketing management and the application of management functions of planning, organizing, coordinating, directing and controlling of marketing activities. This requires the application of managerial thought in marketing management because it represents a comprehensive approach to understanding the administrative process in marketing in order to achieve the objectives of the organization. Marketing of the assimilation of the administrative work of the actor and its application.