



## Course Description – Curriculum

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**Subject :** 2605422 Technologies in Marketing

TECH MKT

**Credits :** 3(3-0-6)

**Course Condition: Prerequisite:** 2603271 and 2605311

**Description :** Meanings, objectives, roles and importance of marketing technology; current marketing technology; applications of technology in marketing; impacts on business; potential threats and opportunities; future trends in marketing technology.

