



## Course Description – Curriculum

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**Subject :** 2605311 Principles of Marketing

PRIN MKTG

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

**Course Condition: Prerequisite:** -

**Description :** Basic concepts in marketing, market and market segmentation, classification of goods and services, marketing functions, institutions and channels, market and the environments, the changing market, consumer's buying behavior and factors affecting consumer demand.

