



Course Description – Curriculum

Subject : 2605417 Industrial Marketing
INDL MARKETING

Credits : 3(3-0-6)

Course Condition: Prerequisite: 2605311

Description : Meaning of industrial product; categorization of industrial products; demand-supply and consumer behavior; technology; related laws regulations; government's policies and assistances to producers of industrial products; problem analysis in industrial product market; problem-solving; determining marketing strategy.

