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shall be

placed on defining a
marketing strategy.

What we do, what are the various
systems of marketing, and what economic factors
affect marketing. In order to probe these questions,
the course shall examine consumer behavior.

decision making, product pricing, policy
and planning, channels of distribution in business,
and market marketing institutions and organizations. Further
dimensions of advertising, marketing research,
analysis, forecasting, and marketing information flows, contr
s and performance shall be explored.

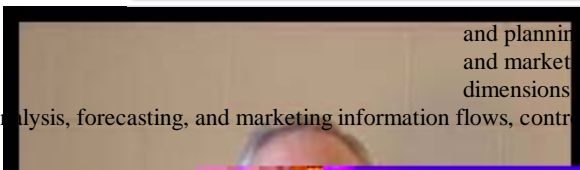


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