

Course Description – Curriculum 2013

Subject: MK312 Marketing Planning

Credits: 3

Prerequisite: MK311

Description: A study of marketing theories, concepts, processes, and tools as essential to business. Focus is on building skills and experience in developing a marketing plan. Topics cover the influences of environmental factors, consumer behavior, and competitive and responsive conditions as well as the development of a marketing plan, implementation, and control of marketing execution. Special emphasis is on social responsibility and adhering to ethics in every step of the process.