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Fundamentals of Marketing



Fundamentals of Marketing Course Syllabus

Introduction to Marketing

- 1) Companies and the Market Environment
- 2) Buyer Behavior
- 3) Marketing Strategies I

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- 4) Marketing Strategies II
- 5) International Marketing
- 6) Market Research I
- 7) Market Research II
- 8) Product Policy I
- 9) Product Policy II
- 10) Market Crisis
- 11) Distribution Policy
- 12) Communication Policy
- 13) Price Policy
- 14) Marketing-Mix

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