Admission & Registration

Academic Calendar

Directory







Menu



# Marketing Management

#### **Course Code**

MBA 616

#### **Course Title**

Marketing Management

### **Course Description**

The main objective of the course is to expose the students to the concepts and techniques of marketing management. Students will also be exposed to the scope of contemporary marketing including manufacturing, institutional, reseller and government markets. The course will provide opportunities for the students to explore how business firms strategically respond to the opportunities in the marketing arena. It also aims to improve decision-making skills and stimulate strategic thinking using case studies. The course would also involve fieldwork in the UAE and the analysis of marketing strategies in use by the organizations operating in the country.

#### **Prerequisites**

None

#### **Credits**

3

#### **Course Type**

Theory

#### Offered

Fall



#### **CAMPUS**

Our Campus Location Map

## **QUICK LINKS**

About AU Diversity Planning and Effectiveness Academic Calendar E-Learning Sustainable Campus Accreditation and Rankings Global Partners Thamer Fund Mission & Vision Vendor Registration Alumni AU Blog Social Responsibility Institutional Documents Careers at AU Strategic Plan

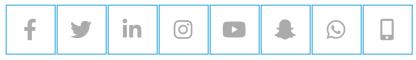
#### **ADMISSIONS**

Undergraduate	Graduate
Programs Offered	Graduate Programs
Admission Requirements	Documents Required
Student Handbook	Student Handbook
Student Catalog	Student Catalog
Undergraduate Admission Policy	Graduate Admission Policy

+ 971 6 748 2222 AJMAN UNIVERSITY, P.O.BOX:346 AJMAN UAE



## **CONNECT WITH US**



Copyright © 2003 - 2024 Ajman University Last update - Feb 23, 2024