



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

[Back](#)

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
Alumni	Mission & Vision	Vendor Registration
AU Blog	Social Responsibility	Institutional Documents
Careers at AU	Strategic Plan	

ADMISSIONS

Undergraduate

[Programs Offered](#)
[Admission Requirements](#)
[Student Handbook](#)
[Student Catalog](#)
[Undergraduate Admission Policy](#)

Graduate

[Graduate Programs](#)
[Documents Required](#)
[Student Handbook](#)
[Student Catalog](#)
[Graduate Admission Policy](#)

+ 971 6 748 2222

AJMAN UNIVERSITY, P.O.BOX:346 AJMAN UAE



جامعة عجمان
AJMAN UNIVERSITY

CONNECT WITH US



Copyright © 2003 - 2024 Ajman University

Last update - Feb 23, 2024