

Marketing “MGT241”

- 1. Defining marketing**
- 2. Importance of marketing and its role in economic development**
- 3. The marketing environment**
- 4. Environmental forces**
- 5. Marketing techniques**
- 6. Product concepts**
- 7. Product life cycle**
- 8. Developing and managing products**
- 9. Competitors**
- 10. Marketing channels**
- 11. Retailing**
- 12. Direct marketing**
- 13. Wholesaling**
- 14. Promotion decision**
- 15. Advertising**
- 16. Personal selling**
- 17. Sales promotion**
- 18. Pricing decisions**