

# Course Description – Curriculum 2013

**Subject:** MK201 Principles of Marketing

**Credits:** 3

**Prerequisite:** -

**Description:** A study of marketing as one of the core business functions. This course provides an overview of modern marketing with an emphasis on the concept of marketing, its economic and social impacts, consumer behavior, and the process of fundamental marketing mix management. This course concludes with a discussion of responsibility and ethics of marketers.