

## Marketing Management

Marketing Management is the second marketing course students will take, and it will build on the theoretical foundation of the Marketing course taught in the previous semester. This course covers different marketing function while keeping an emphasis on business conditions, target markets, and operational capabilities. While the Marketing course aimed to introduce students to terms and environmental factors, this course largely focuses on marketing decision making problem solving. Students will create a Marketing Plan, in which they will apply their theoretical knowledge on a particular business case, and in which they will demonstrate their sensitivity to questions of ethics and corporate social responsibility. Participants will also learn to identify key components of the marketing environments in different countries and how to adapt.