

خطة إدارة الاعمال المرحلة الثانية

Delivery Plan (Weekly Syllabus) المنهاج الاسبوعي النظري	
Week	Material Covered
Week 1	Marketing Concepts and Principles
Week 2	Marketing Management
Week 3	Marketing Environment
Week 4	Elements of the Marketing Mix
Week 5	Consumer Markets
Week 6	Consumer Buying Behavior
Week 7	Midterm Exam
Week 8	Product Strategy
Week 9	Pricing Strategy
Week 10	Promotion Strategy
Week 11	Marketing Channel (Distribution)
Week 12	Services
Week 13	Sales
Week 14	Purchasing
Week 15	Exam