

Delivery Plan (Weekly Syllabus)

المنهاج الاسبوعي النظري

Week	Material Covered
Week 1	<i>Definition of marketing and characteristics</i>
Week 2	<i>General Marketing Environment</i>
Week 3	<i>Marketing management</i>
Week 4	<i>Marketing Environment</i>
Week 5	<i>Marketing mix</i>
Week 6	<i>Marketing information system</i>
Week 7	<i>Marketing research design</i>
Week 8	<i>Merchant (natural person) merchant(legal person)</i>
Week 9	<i>Product</i>
Week 10	<i>Product life cycle</i>
Week 11	<i>Public partnership , incorporation , formation of capital</i>
Week 12	<i>Government contract management</i>
Week 13	<i>Commercial papers , and the concept of general provisions</i>
Week 14	<i>Mergers and liquidation of companies</i>
Week 15	<i>General review</i>