

Book: Marketing Principle



Author: Vu Phuong Thao

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The curriculum of **Marketing Principle** which was compiled mainly mentions the basic issues of marketing principle applied in business. This curriculum used for students who newly access to marketing with the framework of 4 credits

The curriculum helps students get the basic principles of marketing theory and equips with the minimum and essential skills to put into practice of marketing activities in particular and business activities in general in different enterprises. The presented basic issues of marketing and opinions base on the fundamental knowledge of other scientific subjects such as economics, economic management, modern theory of management

The content of the curriculum mention 4 groups of important issues:

1. The basic concepts and opinions on marketing and marketing management in business institutions
2. Development and administrative methodology of implementing and organizing the marketing plans of enterprises.
3. The principles of using the marketing instruments served for implementing the marketing target of enterprises.
4. The main instructions for marketing activities of enterprises in international market.

This book can be referred in the material room, University of Economics and Business - VNU