Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
PM541	Introduction to Marketing	1	3	0	0	3	7

	8			
Prerequisites				
Admission Requirem	ents			
Language of Instructi	on			
Course Type				
Course Level	Masters Degree			
Objective				
Content				
References				

Theory Topics

Week	Weekly Contents
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