

**Course Description**

**Business Marketing**

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| **Faculty of Business Administration** | | | **Department of Marketing** | |
| Course | **Business Marketing** | | Prerequisite: |  |
| Credit Hours:4 | Theoretical:2 | Practical:2 | Course Code: |  |

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| **Description** |
| The course deals with the concept of business marketing and how it is practiced in business enterprises, particularly after the Industrial Revolution. These activities subsume establishing relations with partners and other organizations in order to sell products (raw materials and manufactured products). In other words, it deals with marketing products. It also deals with the necessity for developing new products for achieving progress and sustainability through exchange of products and maintenance of environment and society at the level of business enterprises. |
| **Content** |
| . 1. Nature of Marketing  .2. Dividing Industrial Markets and Business Markets   1. 3. Types of Industrial Products.   .4. Behavior of Industrial Buyer  .5. Industrial Product  .6. Pricing, Distribution, and Promotion of Industrial Products |
| **References** |
| **التسويق الصناعي: د. محمود جاسم الصميدعي / د. ردينة عثمان يوسف.**  **عمان – دار المسيرة للنشر والتوزيع. 2011** |