

Marketing - Concept

Marketing provides information for the community as well as for individuals. Through marketing they are reassured that all of their demands, new and current, are being satisfied with products and services. In order to become a Marketing Specialist one requires broad education that is summarized in the following scheme:

1. General methods of analysis and business administration courses (taught during the first three courses);
2. Marketing courses.

Marketing can be grouped into two main areas:

1. Numerical analysis in marketing;
2. Psychological concepts of marketing.

Courses offered by our university include marketing direction and creates highly qualified marketing professionals who can successfully work in the different industries.