of strategies in arketing and the role of selling in arketing Students will not only e trained on the funda entals of arketing which include analysis of consu er and usiness uyer ehavior and rudi ents of a arketing strategy and planning ut also e introduced to odern the es such as key account anage ent direct arketing e co erce and glo al arketing In addition students will learn how culture influences arketing in a glo al usiness conte t