

RSAEM

RESEARCH SEMINAR IN APPLIED
ECONOMICS AND MANAGEMENT



ANTHONY TIBAINGANA

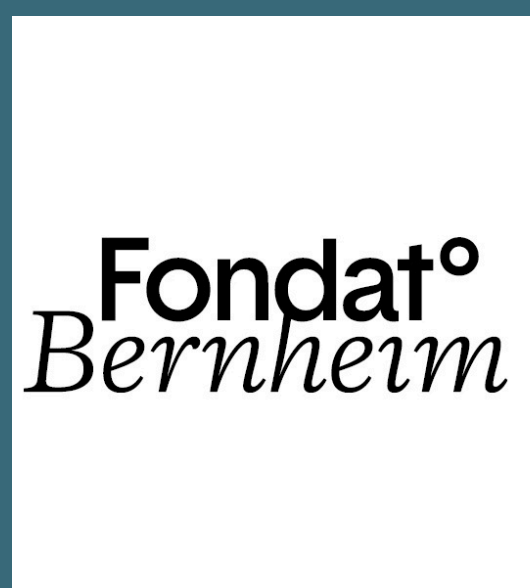
(UNIVERSITY OF MAKERERE, UGANDA)

**EXTENDING THE BOUNDARY OF MARKETING
MIX ELEMENTS IN THE BUSINESS CONTEXT:
MICRO, AND SMALL ENTERPRISE
PERSPECTIVE**

JUNE 27TH, 2024

FROM 12.15 PM TO 1.45 PM

ON-SITE **R42.2.113** AND ON **TEAMS**



Solvay Brussels School
Economics & Management