**Marketing law**

**Marketing law** constitutes that part of the legal system which regulates the conduct of business activities and companies’ conduct on the market. Broadly speaking, marketing law embraces general rules governing the establishment of companies, marketing and competition as well as consumer protection.

* **The importance of marketing**
* **Identify the requests and wishes of customers**
* **The process of discovering and developing products and goods within the market**
* **Support business activities in terms of quality**

**Marketing Basics :**

* **The obligation to respect the provisions of legal competition by increasing sales.**
* **Compliance with legal licenses to control the business activity and the success of the marketing process.**
* **balancing the interests of public order in the state and the economic requirements of commercial companies.**
* **Maintaining the survival of commercial enterprises.**
* **Meet the needs of the consumer permanently.**