

COURSE STRUCTURE MARKETING

CORE COURSES

- Marketing Management
- Financial Accounting
- Statistics for Managers
- Economics for Managers
- Organisational Behaviour & Management Principles
- Business Research Methods
- Cost & Management Accounting
- Excel for Managers
- Financial Management
- Human Resource Management
- Corporate Communication-I
- Data Visualization and Communication

VALUE ADDED COURSES

- Entrepreneurship – How to Start a Business from Business Idea
- Sustainable Development Goals and Social Responsibility
- Research and Innovation in Business
- Marketing Analytics
- Consumer Neuromarketing and Neuroscience

ELECTIVES

- Consumer Behaviour
- Sales & Distribution Management
- Services Marketing
- Customer Relationship Management
- Product & Brand Management
- Integrated Marketing Communication
- International Marketing
- Rural Marketing
- Strategies in Action
- Retail Management
- Digital Marketing
- Agriculture Marketing
- E-Commerce & M-Commerce
- Advertising and Sales Promotion Management
- Market Research and Information Systems
- Social Media Marketing & Management
- Tourism & Leisure Marketing
- Product Innovation & Management

MOOC CERTIFICATIONS

CAPSTONE PROJECT