

Common BBA (Marketing Management) Syllabus

SEMESTER 1

1. Principles of Management
2. Business Communication
3. Financial Accounting
4. Business Economics - I
5. Business Mathematics
6. Computer Applications in Business

SEMESTER 2

1. Organizational Behavior
2. Marketing Management - I
3. Business Economics - II
4. Business Statistics
5. Environmental Studies / Value Education
6. Soft Skills and Personality Development

SEMESTER 3

1. Human Resource Management
2. Financial Management
3. Marketing Management - II
4. Consumer Behavior
5. Management Information Systems
6. Skill Enhancement Course / Project

SEMESTER 4

1. Advertising and Sales Promotion
2. Marketing Research
3. Services Marketing
4. Cost and Management Accounting
5. Business Law
6. Entrepreneurship Development

SEMESTER 5

1. Digital Marketing
2. Product and Brand Management
3. International Marketing
4. Sales and Distribution Management
5. E-Commerce and Social Media Marketing
6. Internship / Mini Project

SEMESTER 6

1. Strategic Management
2. Retail Management
3. Rural and Agricultural Marketing
4. Business Ethics and Corporate Governance
5. Project Work / Dissertation / Viva Voce

ELECTIVE SUBJECTS (Depending on University)

- Marketing Analytics
- Customer Relationship Management (CRM)

- Event and Sports Marketing
- Green Marketing and Sustainability
- Public Relations and Media Management
- Business-to-Business (B2B) Marketing

Note: The above syllabus outlines the general structure followed by most UGC/AICTE-recognized universities for BBA

programs specializing in Marketing Management. Course titles and credit structures may vary by institution.