

Common MBA in Marketing Management Syllabus

SEMESTER 1

1. Principles of Management
2. Managerial Economics
3. Accounting for Managers
4. Organizational Behavior
5. Business Communication and Soft Skills
6. Quantitative Techniques for Managers

SEMESTER 2

1. Financial Management
2. Human Resource Management
3. Marketing Management
4. Operations Management
5. Business Research Methods
6. Management Information Systems

SEMESTER 3 (Marketing Management Specialization)

1. Consumer Behaviour
2. Marketing Research and Analytics
3. Product and Brand Management
4. Integrated Marketing Communication
5. Sales and Distribution Management
6. Digital and Social Media Marketing

SEMESTER 4

1. Strategic Management
2. International Marketing
3. Retail Management
4. Services Marketing
5. Business Ethics and Corporate Governance
6. Project Work / Dissertation / Internship

ELECTIVE SUBJECTS (Depending on University)

- Rural and Agricultural Marketing
- B2B (Industrial) Marketing
- CRM (Customer Relationship Management)
- E-Commerce and Mobile Marketing
- Marketing Strategy and Planning
- Green Marketing

Note: The syllabus structure may slightly vary across universities, but the above represents a standard outline

commonly followed by AICTE-approved MBA programs in Marketing Management.