

Distance MBA in Marketing

This course teaches you how to sell things to people. You'll learn how to make ads that make people want to buy stuff, understand what people like to buy, and use the internet to find customers. Once you finish, you could work in a job where you decide how to sell things, manage the brand of a product, or work in a company that sells stuff online.

Syllabus of Distance MBA in Marketing

1st Semester Syllabus of Distance MBA in Marketing	2nd Semester Syllabus of Distance MBA in Marketing
Principles and Practices of Management	Essentials of Research Methodology
Legal Aspects of Business	Human Resource Management
Organisational Behaviour	Fundamentals of Business Analytics
Business Ethics and Value Systems	Business Laws
Managerial Economics	Financial Management
Business Communication	Productions and Operations Management
	Management Information System

3rd Semester Syllabus of Distance MBA in Marketing	4th Semester Syllabus of Distance MBA in Marketing
Research Methodology for Management Decisions	Project Management
Integrated Marketing Communications	International Marketing
Services Marketing	B2B Marketing
Marketing Research	Total Quality Management
Consumer Behaviour	Sales and Distribution Management
Strategic Marketing	Product and Brand Management & Project Report

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