

Online BBA in Marketing

The online BBA in Marketing program focuses on developing strategic marketing skills, consumer behaviour insights, and the latest digital marketing techniques. Students explore how to create effective marketing campaigns, analyse market trends, and utilise digital tools to enhance brand presence and engagement. The curriculum covers a wide range of topics, including advertising, market research, and social media strategy. This program is ideal for aspiring marketing professionals looking to advance their careers while balancing personal and professional responsibilities. Graduates are well-prepared to take on roles in marketing management, brand strategy, and digital marketing.

Syllabus of Online BBA in Marketing

1st Semester Syllabus of Online BBA in Marketing	2nd Semester Syllabus of Online BBA in Marketing
Management Principles and Organizational Behaviour	Business Economics
Basics of Accounting	Human Resource Management
Communication Skills	Professional Communication Skills
Modern Business Environment	Financial Markets and Instruments
Marketing Management	Computer Fundamentals

3rd Semester Syllabus of Online BBA in Marketing	4th Semester Syllabus of Online BBA in Marketing
Business Mathematics and Statistics	Management Information System
Research Methodology	Entrepreneurship
Commercial & Company Law	Consumer Behaviour
Universal Human Values, Ethics and Life Skills	International Marketing
Operations Management	Minor Project

5th Semester Syllabus of Online BBA in Marketing	6th Semester Syllabus of Online BBA in Marketing
Strategic Management	Customer Relationship Management
Cost and Management Accounting	Business Analytics
Advertising & Brand Management	Services Marketing
Sales and Distribution Management	Rural marketing
Digital Marketing and E-Commerce	Project Work

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