



IIMSR

Imperial Institute of Management Science & Research

A Unit Of Wales Educational Trust

MBA in Marketing Management

Duration: 02 Year

15,000/Sem

Semester: 1

1. Financial Management
2. Managerial Economics
3. Operations Research and statistical Analysis
4. Business Environment
5. Marketing Management
6. Financial and cost accounting

Semester: 2

1. Marketing Research
2. Consumer Behavior
3. Computer Applications
4. Sales Management
5. Accounting for Managerial decisions
6. Rural and Agricultural Marketing

Semester: 3

1. Retailing
2. E-Commerce
3. Service Marketing
4. Customer Relationship Management
5. Product and Brand Management
6. International Business

Semester: 4

1. Computer Applications-II
2. Industrial Marketing
3. Total Quality Management
4. Strategic Management
5. Marketing of Non -Profit Organizations
6. Viva & Project