

**IIMSR****Imperial Institute of Management Science & Research**

A Unit Of Wales Educational Trust

## MBA (Marketing Management)

**Duration: 2 Year****Eligibility: 10+2+3****Fee: 18000/SemesterS**

### Introduction

This course covers various skills needed when it comes to marketing or sales of a particular company or a brand. Branding is an important aspect of every business and proper marketing is needed to ensure the success of that. MBA Marketing subjects teach skills like communicating, selling, advertising, and many other problem-solving skills.

### MBA in Marketing: What is it about?

MBA Marketing teaches you the art of identifying the right consumer base and building a brand. Working as a marketing professional requires you to build and promote a brand and help an organization to recognize consumer behaviour and cater to their requirements among other things.

### MBA in Marketing: Eligibility

Admission to the MBA program is open to any qualified holder of a Bachelor's Degree from a recognized university regardless of the undergraduate major field of study. However, a student that has studied subjects like Accounts, Business Studies, Economics and Maths will exercise additional advantage.

### MBA in Human Resource: Syllabus and Course Description

Sem 1	Sem 2
Business Statistics	Macroeconomics
Managerial Economics	Management Accounting
Corporate Finance	Managing Organizations
Financial Accounting	Managing People and Performance in an Organization

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Sem 3	Sem 4
Managerial Communication	Marketing Research
Marketing Management	Marketing Decision Models
Competition & Strategy	Marketing Law
Operations Management	Strategic Marketing

Electives
International Marketing
Product and Brand Management
Sales and Distribution Management
Service Marketing
Advertising and Sales Promotion
Internet Marketing
Pricing Management
Marketing Law
Retail Management
Service Marketing
Strategic Marketing
Sales and Distribution Management

**\*\* The course syllabus for the program will vary for different universities and colleges.**

**For More Information:**

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**[www.iimsr.net.in](http://www.iimsr.net.in)**