



Master of Science in Marketing

STUDY PLAN AND COURSE CATALOGUE

	MSc. Marketing		1st Sem.	2nd Sem.	3rd Sem.	4th Sem.
MAR 520	MARKETING MANAGEMENT	3	3			
STA 530	RESEARCH	3	3			
MAR 540	CONSUMER BEHAVIOR	3	3			
MBA 550	HUMAN RESOURCES MANAGEMENT	3	3			
MAR 550	DATABASE MARKETING	3		3		
MAR 560	ETHICS IN MARKETING	3		3		
MAR 570	NEW PRODUCT DEVELOPMENT	3		3		
MBA 580	BUSINESS LAW	3		3		
MAR 580	BRAND MANAGEMENT	3			3	
MAR 590	CUSTOMER RELATIONSHIP MANAGEMENT	3			3	
MAR 620	COMPETITIVE MARKETING STRATEGY	3			3	
MAR 640	ENTREPRENEURIAL MARKETING	3				3
MAS 690	CAPSTONE	3				3
		39				