

**COMSATS Institute of Information Technology**  
**Registrar Office, Principal Seat, Islamabad**

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No: CIIT-Reg/Notif-7/8/12/ 643

July 4, 2012

**NOTIFICATION**


**Scheme of Studies of Master of Science in Strategic Marketing**

It is hereby notified that the Academic Council in its 13<sup>th</sup> meeting held on June 04, 2012 approved the following Scheme of Studies of the Master of Science in Strategic Marketing, MS (SM) with effect from Fall 2012 at CIIT system:

	<u>Min No. of Courses</u>	<u>Min No. Credit Hrs</u>
<b>1. MS Course Work</b>		
i. Core Courses(List attached)	4	12
ii. Elective Courses(List attached)	4	12
<b>Total Credit Hours of course work</b>		<b>24</b>
<b>2. MS Thesis</b>		<b>06</b>
<b>3. Total Credit Hours of the Program</b>		<b>30</b>

**Note:** All Rules and Regulations approved by BASAR from time to time shall be applicable

This issues with the approval of the Competent Authority.

  
Nadeem Uddin Qureshi  
Additional Registrar

**Distribution:**

1. Dean Faculty of Business Administration, CIIT
2. Dean of Research, Innovation and Commercialization (DORIC), CIIT
3. All Directors CIIT System
4. Chairman, Department of Management Sciences, CIIT
5. Incharge, CIIT Islamabad Campus
6. All Incharges, Academic Sections, CIIT Campuses
7. All HoD's/Incharges, Department of Management Sciences, CIIT Campuses
8. Controller of Examinations, CIIT
9. All Incharges, Examination Departments, CIIT Campuses

**CC:**

1. PS to Rector
2. PA to Registrar

**List of Core Courses**

<b>Course Code</b>	<b>Course Title</b>	<b>Credits Hours</b>
MGT600	Management, Organizational Policy and Practices	3(3, 0)
MGT601	Statistical Inference	3(3, 0)
MGT602	Research Methodology	3(3, 0)
MGT605	Quantitative Techniques	3(3, 0)

**Thesis**

<b>Course Code</b>	<b>Course Title</b>	<b>Credits Hours</b>
MGT800	Thesis	6

**List of Elective Courses**

<b>Course Code</b>	<b>Course Title</b>	<b>Credits Hours</b>
MGT710	Issues in Strategic Management	3(3, 0)
MSM701	Issues in Strategic Marketing	3(3, 0)
MSM703	Seminar in Consumer Behaviour	3(3, 0)
MSM704	Research in Strategic Marketing	3(3, 0)
MSM705	Marketing Analytics	3(3, 0)
MSM706	Advanced E-Marketing	3(3, 0)
MSM707	Strategic Brand Management	3(3, 0)
MSM708	Marketing Communications	3(3, 0)
MSM709	New Venture Planning	3(3, 0)
MSM710	Product and Innovation Management	3(3, 0)
MSM711	Seminar in Services Marketing	3(3, 0)
MSM712	Business Strategies for Sustainability	3(3, 0)
MSM713	B2B Relationship	3(3, 0)
MSM714	Advanced Advertising and Event Management	3(3, 0)
MSM715	New Product Development	3(3, 0)

*Indu Singh*