

**COURSE CONTENT AND CREDIT LIMITS****MBM IN MARKETING****DEPARTMENT OF MARKETING MANAGEMENT**

<b>Subject</b>	<b>Course Code</b>	<b>Credits</b>	<b>Status</b>	<b>Lecture Contact Hours</b>
<b>Semester 1</b>				
Managerial Aspects of Marketing	MBMM 51014	4	Compulsory	60
Contemporary Consumer Behaviour	MBMM 51023	3	Compulsory	45
Human Resource Management	MBMM 51033	3	Compulsory	45
Management Accounting	MBMM 51042	2	Compulsory	30
Strategic Brand Management	MBMM 51053	3	Compulsory	45
		<b>15</b>		
<b>Semester II</b>				
Strategic Marketing Management	MBMM 52064	4	Compulsory	60
Supply Chain Management	MBMM 52073	3	Compulsory	45
Strategic Finance	MBMM 52082	2	Compulsory	30
Global Marketing	MBMM 52093	3	Compulsory	45
Digital Business Strategy	MBMM 52103	3	Compulsory	45
		<b>15</b>		
<b>Semester III</b>				
Seminar in Entrepreneurship	MBMM 61113	3	Compulsory	45
Research Methodology	MBMM 61123	3	Compulsory	45
Sales and Distribution in ERP	MBMM 61132	2	Compulsory	30
Business Case Studies	MBMM 61143	3	Compulsory	45
Project Management	MBMM 61152	2	Optional	30
Advertising and Agency Management	MBMM 61162	2	Optional	30
Service and Retail Marketing	MBMM 61172	2	Optional	30
Management Information Systems	MBMM 61182	2	Optional	30
		<b>15</b>		
<b>Semester IV</b>				
Dissertation	MBMM 6217f	15	Compulsory	
		<b>15</b>		