

# Masters in Business Administration - Marketing

**Course Objective:** This Course has been designed to impart latest knowledge in marketing principles and practices in specialized areas like advertising, brand management, service marketing and marketing research.

**The Program is totally Industry focused**

**NAAC 'A' Grade- UGC approved University Masters Degree**  
+  
**LIHM Certificate in Basic Employability Skill**  
+  
**Enhanced addition of technicality in marketing**  
+  
**Guaranteed Industrial Training**  
+  
**Guaranteed Industrial Tour**  
+  
**Free Tablet**  
+  
**100% Placement\* & Internship**

**Duration : 2 years**

**Eligibility :** Minimum Graduation & Good Communication

## Course Content

Principles of Management, Organizational Behavior, Business Communication, IT Management, Managerial Accounting, Marketing Management, Financial Management, Human Resources Management, Operations Management, Mercantile Law, Managerial Economics, Research Methodology, Strategic Management, Management Information System, Project Management, Advertising Management, Retail stores management, Logistics Management, Services Marketing, Product Launch, Competition Management, Operations Research, Industrial Exposure Training, One Project Course Work as part.



**Employment Opportunity:** Successful completion leads to bright career prospects in corporate companies like Philips, Reliance, Parle, Godrej, Everyday, Amul, Spencers, Big Bazaar, Britannia, Easy Day...

**Positions Available:** Management Trainee, Supervisors, Associates