

M.B.A. (MARKETING MANAGEMENT)

Eligibility:

- Any Degree of Madurai Kamaraj University or of any other recognized University

Course Duration:

2 Years – (Semester System)

COURSE : M.B.A. (Marketing Management)			
MEDIUM : English			
COURSE CODE : 6033			
Year	S.NO	PAPER NAME	EXAMINATION CODE
I	I Semester		
	1	Management Theory and Practice	PMMT01
	2	Organizational Behavior	PMMT02
	3	Accountancy for Managers	PMMT03
	4	Managerial Economics	PMMT04
	5	Statistics for Managers	PMMT05
	II Semester		
	1	Marketing Management	PMMT06
	2	Financial Management	PMMT07
	3	Human Resource Management	PMMT08
	4	Operations Management	PMMT09
	5	Research Methods for Business	PMMT10
II	III Semester		
	1	Operations Research	PMMT11
	2	Strategic Management	PMMT13

	3	Consumer Behaviour	PMMT14
	4	Brand Management	PMMT15
	5	Advertising and Sales Promotion	PMMT16
IV Semester			
	1	Entrepreneurship	PMMT17
	2	Retail Management	PMMT18
	3	Services Management	PMMT19
	4	Customer Relationship Management	PMMT20
	5	Rural Marketing	PMMT21
	6	Final Project Report	PMMPR

Scheme of Examination for all M.B.A. Degree Courses

Duration: 3 Hrs.; Maximum: - 100 Marks; Passing Min.: - 50 Marks.