

## M.COM. (MARKETING)

### Eligibility

- B.Com. / B.B.M. / B.B.A. / M.B.A. of this University or any other recognized University.
- B.A. (Corporate Secretaryship / Co-operation / Business Economics / Industrial Organization) of this University or any other recognized University.
- Diploma in Rural Science of Gandhigram Rural University.
- Those qualified for the M.Com. Degree and desire to improve the class already obtained. Such students should undergo the course for two academic years.
- B.Sc. (Mathematics) with Accountancy, Costing and Banking as allied/ancillary subject and any degree with Accounting / Costing as allied ancillary subject.
- Those who have passed C.A. (or) A.I.C.W.A. (or) A.C.S. (or) C.A.I.I.B.

### Course Duration:

2 Years – (Non-Semester System)

<b>COURSE : M.Com. (Marketing)</b>			
<b>MEDIUM : English</b>			
<b>COURSE CODE : 6025</b>			
<b>Year</b>	<b>S.NO</b>	<b>PAPER NAME</b>	<b>EXAMINATION CODE</b>
<b>I</b>	1	Marketing Management	<b>PCMK01</b>
	2	International Trade & Practices	<b>PCMK02</b>
	3	Advanced Financial Accounting	<b>PCMK03</b>
	4	Management Accounting	<b>PCMK04</b>
<b>II</b>	1	Marketing Research	<b>PCMK05</b>
	2	Creative Advertising & Salesmanship	<b>PCMK06</b>
	3	Retail Marketing Management	<b>PCMK07</b>
	4	Products & Services Marketing	<b>PCMK08</b>

**Scheme of Examination for all M. Com. Degree Courses**

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