

Course Name: MBA in Marketing Management

Semester II (Subject Core)

(Decision Specific Core (DSC), Decision Specific Elective (DSE), On Job Training (OJT) Field Projects(FP)													
Sr. No.	Subject Code	Name of Subject	Hrs/Week	Course Type	Credit	Examination Scheme						Total Max Marks	Min. Agg. Marks
						Duration of Exam Hours	External		Internal				
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks			
1	MBA/201/MAR	Marketing Management Concepts	4	DSC	4	3	70	35	30	15	100	300	
2	MBA/202/MAR	Integrated Marketing Communications	4	DSC	4	3	70	35	30	15	100		
3	MBA/203/MAR	Consumer Behaviour	4	DSC	4	3	70	35	30	15	100		
4	MBA/204/MAR / MBA/205/MAR	Business Marketing Operations/ Marketing Research	4	DSE	4	3	70	35	30	15	100		
5	MBA/206/MAR	Retail Marketing and Distribution Management	4	DSC	4	3	70	35	30	15	100		
6	MBA/207/MAR	Business Communication	4	DSC	4	2	50	25	50	25	100		
7	MBA/208/MAC	Entrepreneurship	4	DSC	4	Internal Assessment							
Total			28		28							600	600