



## केन्द्रीय शैक्षणिक एवम् तांत्रिक माहिती संशोधन समीती

**CENTRAL EDUCATION & INFORMATION TECHNOLOGY RESEARCH COMMITTEE**  
AN AUTONOMOUS INSTITUTION REGD. BY THE GOVT. OF NCT OF DELHI UNDER ITA 1882 GOVT. OF INDIA  
REGD. BY NCS-MINISTRY OF LABOUR AND EMPLOYMENT GOVT. OF INDIA  
REGD. AT MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSME), GOVT. OF INDIA  
An Autonomous Organization works for IT, HRD & Literacy



### Master of Business Administration (Marketing)

MBA Marketing degree is no more restricted to traditional marketing strategies and now includes new age concepts such as Digital Marketing, Social Media Marketing, Email Marketing, etc.

You have the option to switch to consultancy, or enterprising management after MBA Marketing, as the course curriculum prepares you for such roles.

As per payscale, the average salary of a marketing manager is INR 9,03,076 which is higher than what a HR manager (INR 7,82,489) or Operations manager would get (INR 8,32,787).

MBA marketing is one of the popular and demanding MBA Specializations. The top recruiters for MBA marketing graduates are Sony, Spencer's Retail India Pvt Ltd, KPMG, Ranbaxy, Tech Mahindra, etc.

The reason why MBA marketing is so popular is because every company relies on marketing to build customer loyalty, and increase their revenue.

Marketing sector is known to be the topmost recruiting sector in MBA Placements. As per IIM Ahmedabad Placements 2021 reports, Marketing was the second highest recruiting sector after Finance, with highest CTC of INR 27 lakhs per annum offered by HUL.

### MBA Marketing Syllabus

The MBA Marketing syllabus is designed in a manner that helps the students to get a theoretical as well practical knowledge for marketing. The MBA Marketing subjects are listed below in the table.

| Semester I           | Semester II                    |
|----------------------|--------------------------------|
| Management Concepts  | Cost and Management Accounting |
| Business Environment | Marketing Management           |



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|  |                                       |
|--|---------------------------------------|
| Quantitative Techniques in Management        | Consumer Behaviour                    |
| Managerial Economics                         | Production and Operations Management  |
| Statistical Analysis and Operations Research | Advertising Management                |
| Managerial Communication                     | Human Resource Management             |
| Financial Management                         | Accounting and Managerial Decisions   |
| Semester III                                 | Semester IV                           |
| Strategic Management                         | Management Information System         |
| Entrepreneurship Development                 | Product and Brand Management          |
| International Business                       | Sales and Distribution Management     |
| Industrial Marketing                         | Integrated Marketing Communication    |
| Retail Management                            | Logistics and Supply Chain Management |
| E-Commerce                                   | Total Quality Management              |
| Service Marketing and CRM                    | Management Control Systems            |