



CHITKARA
UNIVERSITY
ONLINE

#Explore Your Potential

MBA in Analytics
with Marketing



IOA | Institute of
Analytics
Accredited Programme



CIM
The Chartered
Institute of Marketing





Program Overview

Analytics and Marketing form a powerful combination that enables businesses to make data-driven decisions, stay competitive, and succeed in today's dynamic marketplace. Marketers can use data analytics to identify opportunities, optimize marketing campaigns, and measure their impact accurately. The use of analytics in marketing provides businesses with a competitive edge by enabling them to gain insights into customer behavior, preferences, and needs.

You can now #ExploreYourPotential in both these domains with our Online MBA in Analytics and Marketing program, accredited by the Institute of Analytics (IoA) and has a pathway for Chartered Institute of Marketing (CIM) Professional Qualification & Membership. IoA is the leading professional body for analytics and data science professionals in the UK & Globally, whereas CIM; based in the UK, CIM strives for business leaders and opinion formers to recognise the positive contribution professional marketing can bring to their organisations, the economy and wider society.

Our Online MBA in Analytics and Marketing Program is designed to equip learners to understand how data can be used to drive marketing strategy and decision-making. They will learn how to analyze customer data, identify market trends, develop targeted marketing campaigns, and measure the effectiveness of those campaigns. In other words, analytics allows marketers to make data-driven decisions and take a more scientific approach to marketing. Our expert faculty members, who are industry professionals, instill theoretical knowledge and practical skills to help you gain a comprehensive business perspective, making you job-ready and helping you excel professionally.



Key Highlights

- Global Accreditation: Accredited by the Institute of Analytics (IoA) ; the leading professional body for Analytics and Data Science
- The curriculum is innovative and up-to-date, reflecting the latest trends, techniques, and technologies in Analytics and marketing principles and practices
- Master essential data analysis skills to convert business data into actionable insights
- Develop an understanding of consumer behavior, marketing research, branding, and driving sustainable growth
- Learn principles and applications of AI-powered technologies to boost innovation and improve organizational efficiency and productivity
- Learn how to create compelling digital marketing strategies incorporating search engine optimization, social media marketing, and content marketing



Duration

2 Years (4 Semesters)



Fee Structure

Fee Structure						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 62,500	₹ 1,25,000	₹ 2,50,000	\$1,250	\$2,500	\$5,000	₹ 1,000	\$15	₹ 2,000	\$30



■ Zero Cost EMI ■ EMI options available



Eligibility

Completed graduation or equivalent qualification from a recognized university or institution.



Admission Process

- Visit our website <https://onlinechitkarau.com>
- Enquire Now
- Talk to Our Counsellors for more details
- Apply for the Right Program
- Provisional Confirmation of Admission
- Document Verification
- Pay Tuition/Program fee
- Confirmation of Admission
- LMS Activation & Issue of Digital Identity Card
- Start your Pre-Semester Program
- Commencement of Live Online Sessions



Semester Structure

Semester 1	Semester 2	Semester 3	Semester 4
Managerial Economics	Operations Management	Artificial Intelligence	Analytics in Management *
Organizational Behavior and Human Resources	Marketing Management and Research	Machine Learning	Global Marketing Decisions (CIM)
Python for Data Science*	Analytics Language for Managers *	Innovation in Marketing (CIM)	Corporate Digital Communications (CIM)
Business Analytics	DBMS for Managers *	Resource Management (CIM)	Marketing and Digital Strategy (CIM)
Statistics with R	BI Reporting for Managers *	Managing Brands (CIM)	Capstone Project

