



FOUNDATION For Your Future



**Master of
Business Administration (MBA)**
with an Elective in Integrated Marketing



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams



About the Elective

This two-year Online MBA in Integrated Marketing is designed based on present-day industry requirements for individuals looking to excel in the dynamic field of marketing. It equips learners with a range of skills, including consumer behavior analysis, message development, media planning, data analysis, and campaign execution, enhancing their marketability in various marketing roles. Additionally, the MBA Integrated Marketing program helps learners navigate multiple marketing channels, preparing them to adapt to the evolving marketing landscape and changing consumer preferences. The MBA in Integrated Marketing program is intended to enhance learners' strategic thinking abilities, thus accelerating their careers to key corporate roles in the marketing domain.

Elective Highlights

- + Exposure to advanced courses like Digital Marketing, Marketing Analytics, etc.
- + Get a firm grip over two important business functions to deliver better results
- + Develop interpersonal, analytical thinking, and people skills
- + Propose solutions by analyzing real-world situations as a part of master thesis

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						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	₹ 2,500	\$150	₹ 3,000	\$50

+ Admission Process

- + Visit our website <https://onlinejain.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

Syllabus

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	Digital Marketing and Brand Management
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	Global Marketing Decisions
Accounting & Finance	Banking, Financial Services and Insurance	Integrated Marketing Communications	Marketing Analytics
Organizational Behaviour and Human Resources Management	Introduction to CRM	Content Marketing	Integrated Marketing Strategy
Quantitative Techniques & Analytics	Business Analytics	Consumer Behavior	Cross-functional Elective Course
		Open Elective Course	Master Thesis / Project *

How #ItAllAddsUp to a successful career!



UGC Entitled Online Degree Programs



Collaborations with Global Professional Bodies



A Wide Range of Cross-functional
and Open Elective Courses



Learning Hours and Credits at Par
with On-Campus Programs



Global Faculties



Learn Anytime, Anywhere and on Any Device



Diversity - Learners from 43 + Countries



Innovative Learning Methodology



Access to 20,000 + LinkedIn Learning Courses



Additional Live Sessions Imparting
25 Key Skills for Success



Personalized Support Through Dedicated
Program Managers



High Quality Global Standard Education
with Flexible Fee Payments



Career Advancement Services



2000+ Global Hiring Corporates



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