



FOUNDATION For Your Future



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



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams



About the Elective

The current millennium has unfolded new business rules, the most significant of them being that past history or experience in a given product market is no indicator of future success. Market leadership cannot be taken for granted because customer loyalty does not exist anymore. In an era of global trends defining buying decisions, the customer today has a much wider choice; a buyer does not have to adhere only to the locally available brands/services. Given the plethora of television channels, apart from internet marketing and teleshopping, this millennium's customer wants and enjoys being wooed by marketers. Over a period, wooing and cajoling the customer will only intensify.

In the traditional selling concept, the main strategy of the company is to find customers for the product manufactured by them and "somehow" convince the customer into buying their product. The approach is through aggressive sales & sales promotion tools with a lot of emphasis on closing the sale even if it means cutting down on prices.

As a contrast to this, the Marketing concept emphasizes the importance of consumer needs & behaviour. The approach is to first understand the consumer needs & then approach him with an objective of satisfying him as the most important pursuit. The emphasis is on maximizing profits through consumer satisfaction rather than through just sales maximization. The aim of marketing is to understand the consumer and his needs so well that the product or service so developed should sell by itself. All that is required is to make customer satisfaction as an integral part of the company strategy.

In this situation, the knowledge of marketing concepts has become unbelievably valuable to the organisations to fight it out in a churning marketplace. This has resulted in a huge demand for online MBA marketing programs and the career growth of marketing professionals has been exponential in most organisations. Most CEOs and senior management executives in organisations in highly competitive markets are invariably from marketing backgrounds.

Elective Highlights

- + Strong foundation in the principles and practices of marketing
- + Thorough understanding with advanced courses like Integrated MarComm, Digital Marketing, Marketing Analytics etc.
- + Enhanced understanding of digital and social media strategies for intelligent marketing
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a blend of marketing and management courses
- + Analyze problems and propose actions in real-world situations as part of the 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				
₹ 37,500	₹ 75,000	₹ 1,50,000	\$750	\$1,500	\$3,000	₹ 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	Global Marketing
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	B2B Marketing
Accounting & Finance	Consumer Behavior	Agricultural and Rural Marketing	Retail Marketing and Brand Management
Organizational Behaviour and Human Resources Management	Supply Chain Management	Integrated Marketing Communications	Digital Marketing and Data Analytics
Quantitative Techniques & Analytics	Sales and Distribution Management	Marketing of Services and CRM	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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