

MBA IN MARKETING MANAGEMENT



CHANAKYA
INSTITUTE OF BUSINESS
MANAGEMENT
PURE **ASTRA SASTRA** MANAGEMENT VERSITY

SUBJECTS

MARKETING CONCEPTS
MARKETING RESEARCH
MARKETING PLANNING
PRINCIPLES OF SALES MANAGEMENT
SALES FORECASTING
MARKET SEGMENTATION
MARKET EVALUATION AND CONTROLS
MARKETING AUDIT
MARKETING ETHICS
ADVERTISING MANAGEMENT
CONSUMER BEHAVIOUR
BRAND MANAGEMENT
INDUSTRIAL MARKETING
BUSINESS COMMUNICATION
PROJECT MANAGEMENT
BUSINESS LAWS
CORPORATE GOVERNANCE AND BUSINESS ETHICS
RESEARCH METHODOLOGY
ECONOMIC ANALYSIS