

**MMS-II THIRD SEMESTER****5. MARKETING SPECIALIZATION:**

Common Subject			
Sr. No.	Subject	Maximum Marks	Number of Sessions of 90 minutes
1	International Business	100	27
2	Strategic Management (UA)	100	27

Core / Specialization Subject			
Sr. No.	Subject	Maximum Marks	Number of Sessions of 90 minutes
1	Sales Managementt	100	27
2	Marketing Strategy	100	27
3	Consumer Behaviour	100	27
4	Services Marketing	100	27
5	Product & Brand Management	100	27
6	Summer Internship	100	-

Electives (Any 1)			
Sr. No.	Subject	Maximum Marks	Number of Sessions of 90 minutes
1	Retail Management	100	27
2	Rural Marketing	100	27
3	Marketing Analytics	100	27
4	Digital Marketing	100	27
5	Customer Relationship Management	100	27
6	Marketing Research & Analysis	100	27
7	Event Management	100	27
8	Health Care Marketing	100	27
9	Distribution & SCM	100	27
10	Tourism Marketing	100	27
11	Marketing of Banking & Financial Services	100	27

**MMS-II FOURTH SEMESTER****5. MARKETING SPECIALIZATION:**

Common Subject			
Sr. No.	Subject	Maximum Marks	Number of Sessions of 90 minutes
1	Project Management (UA)	100	27

Core / Specialization Subject			
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Sr. No.	Subject	Maximum Marks	Number of Sessions of 90 minutes
1	Final Project	300	-

Electives (Any 1)			
Sr. No.	Subject	Maximum Marks	Number of Sessions of 90 minutes
1	Integrated Marketing Communications	100	27
2	Business to Business Marketing	100	27
3	International Marketing	100	27
4	Trends in Marketing	100	27