

MPS Advertising and Marketing Communication Road Map

No. of Courses = 08 x 3 = 24 credit hours

Capstone Project = 06 credit

Total credit hours required = 30

Core Courses

Course Code	Course Title
MP-1000	Action Research
MP-1010	Leadership Skills Development Workshop

Elective Courses

Course Code	Course Title
MP-1065	Marketing Communication and Branding
MP-1066	Advertising and Creativity
MP-1067	Project Management in Marketing
MP-1068	Strategic Marketing Management
MP-1069	Public Relations and Reputation Management
MP-1070	Marketing Communications and Buyer Behavior
MP-1071	Media, Law and Ethics
MP-1072	International Marketing Strategy
MP-1073	Brand & Innovation Management
MP-1074	Marketing Consultancy Projects
MP-1077	Marketing for Global Competitiveness
MP-1078	Contemporary Issues in Consumer Behavior
MP-1075	Monitoring, control & evaluation of communication tools and campaigns
MP-1111	Capstone Project