

**Master of Marketing Management
Road Map + List of Courses**

No. of Courses = 20x3 = 60 credit hours

Final Project = 06 credit hours

Total Credit hours = 66

Sr. No	Title of the Course	Credit Hours
Semester 1		
XI-310	Management of Organization	3
XI-315	Management Application of ICT	3
XI-325	Communication for Managers	3
XI-330	Financial Accounting Analysis	3
XI-335	Marketing Management	3
Semester II		
XI-320	Statistical Methods for Management decisions	3
XI-340	Entrepreneurship and Managing SMEs	3
XI-345	Building Sustained Competitive Advantage	3
MM-480	Relationship Marketing & CRM	3
MM-430	Science of Marketing	3
Semester III		
MM-440	Retailing and Merchandising	3
MM-455	Managing Supply Chain	3
MM-460	Services Marketing Management	3
MM-465	Managing Sales force Workshop	3
XI-480	Research Methods	3
Semester IV		
MM-435	Digital Marketing Communication	3 (Elective)
MM-445	Contemporary Consumer Behavior	3 (Elective)
MM-450	Advertising, Sales Promotion and Integrated Marketing Communication	3 (Elective)
MM-470	Marketing Communication and Brand Management	3 (Elective)
MM-475	Export and International Marketing	3 (Elective)
XI-499	Final Project	6