

Electives in Marketing Management

Course Code	Elective Course	Semester
MB81 03/0401	Sales Management	S3
MB81 03/0402	Retail Business Management	S3
MB81 03/0403	Services Marketing	S3
MB81 03/0404	Digital and Social Media Marketing	S3
MB81 03/0405	Integrated Marketing Communication	S3
MB81 03/0406	Product and Brand Management	S4
MB81 03/0407	Marketing Analytics	S4
MB81 03/0408	Consumer Behaviour	S4
MB81 03/0409	Agriculture Business and Rural Marketing	S4
MB81 03/0410	Marketing Research	S4