



IICSE University
...a liberal arts education

MBA in Marketing Graduate Program

Master of Business Administration (MBA)

MBA | MARKETING



MBA - MARKETING

Most of the corporate organizations all around the world need world-class marketing professionals to drive their consumers. The continuing integration of technology and marketing has created a huge opportunity for marketers to connect with customers in new ways.

Marketing is an exciting, often creative field, and a discipline that is directly linked to sales. This MBA degree in Marketing will examine the opportunities and problems presented by globalization as well as solutions to these problems.

Upon completion of this MBA degree in Marketing, you can expect to enjoy a role such as the **Digital Marketing Manager, Creative Director, Social Media Consultant, SEO Manager, and Brand Marketing Manager.**

www.iicseuniversity.org



The Program Structure:

Course Code	MBA: First Semester Courses	Credit
MB 101	Principles and Practice of Management	2
MB 102	Organizational Behavior	3
MB 103	Quantitative Techniques for Management	3
MB 104	Managerial Economics	2
MB 105	Management Accounting	2
MB 106	Marketing Management	3
TOTAL CREDITS		15
Course Code	MBA: Second Semester Courses	Credit
MB 201	Business Environment	2
MB 202	Computer Applications in Management	3
MB 203	Human Resource Management	3
MB 204	Financial Management	2
MB 205	Operation and Production Management	2
MB 206	Research Methods in Management	3
TOTAL CREDITS		15
Course Code	MBA: Third Semester Courses	Credit
MB 301	Business Policy and Strategic Management	2
MB 302	Advertising Management	3
MB 303	International Marketing	3
MB 304	Sales and Distribution Management	2
MB 305	Product and Brand Management	2
MB 306	Information Technology for Management	3
TOTAL CREDITS		15
Course Code	MBA: Fourth Semester Courses	Credit
MB 401	Business Ethics and Ethos	2
MB 402	Project Management	3
MB 403	Business Laws	3
MB 404	Consumer Behavior and Market Research	2
MB 405	Marketing of Services	2
MB 406	Master Thesis	3
TOTAL CREDITS		15

The thesis

A thesis on a particular topic of your choice (with a Supervisor's approval) will be completed by each student in the last semester. There is considerable scope in the choice of subject areas by the student and the research method employed. Each student is allocated a supervisor who guides them through the thesis. The thesis aims to assimilate the theoretical and practical elements of the academic program of study.

Duration of program: A Semester runs for a period of three months. Our "Master's Degree" programs are completed within the period of four semesters (one year). We allow extension in the period of study, in case your courses could not be completed within the stipulated time frame. No additional fee, no extra charge for extension in the period of study.

How to apply

Prospective student must complete the Admission Form and pay the processing fee of \$45 USD or its equivalent. The processing fee is refundable if admission is denied.



Applications for the program:

Applications for this program are made online by going to www.iicseuniversity.org/apply.html