

Marketing

		Course Name*	Credit	
SEMESTER III		Sales and Distribution Management	1	Core
		Marketing Research	1	
		Consumer Behavior	1	
		Marketing Communications	1	
		Strategic Marketing & Capstone Project	1	Electives
		Services Marketing	1	
		Digital Marketing	1	
		Strategic Brand Management	0.5	
		Qualitative Marketing Research	0.5	
		B2B Marketing	0.5	
		Marketing Execution	0.5	
		Rural Marketing	0.5	
		E-Commerce	0.5	
		Retail Shopper Marketing	0.5	

*These courses are indicative and subject to change every year