

Marketing

Semester III	Course Name*	Credits	
	Sales and Distribution Management	1.5	Core
	B2B Marketing	0.5	
	Marketing Communications	1	
	Marketing Research	1.0	
	Consumer Behaviour	1.0	
	Strategic Brand Management	1.0	
	Marketing Strategy and Implementation	1.0	Electives
	Services Marketing(Did not run)	0.5	
	Digital Marketing	0.5	
	Marketing 3.0	1.0	
	e-Commerce(Did not run)	0.5	
	Retail Shopper Marketing	1.0	
	Pricing	0.5	
	Capstone Project	1.0	
	User Generated Content Analysis	1.0	
Analytics for Marketing Decision-making	1		

*These courses are indicative and subject to change every year

