

Marketing			
Term IV			
	S.No.	Course Name*	Credits
Core	1	Consumer Behaviour	1
	2	Sales & Distribution Management	1.5
	3	Marketing Research	1
	4	B2B Sales & Marketing	0.5
	5	Strategic Brand Management	1
Elective	1	Marketing Communication	1
	2	Retail Shopper Marketing	1
	3	Marketing Strategy and Implementation	1
	4	User Generated Content Analytics	1
	5	E-Commerce	0.5
	6	Marketing in a Digital World	0.5
	7	Analytics for Decision-Making in Marketing	1
	8	Commercial aspects of SCM	1

* These courses are indicative and subject to change every year.