



**UNIVERSITY OF  
DR.PSJKUMAR**



**MS/MBA MARKETING  
CURRICULUM  
2023-24**

**SCHOOL OF SCIENCE AND MANAGEMENT**

# ABOUT US

University of Dr.PSJKumar School of Science and Management has various programs for diplomas, degrees, masters, and doctorates.

Dr.PSJKumar University's School of Science and Management adopt a global perspective and enable participants to develop and enhance sound analytical thinking, personal drive and initiative, and effective communication. The University has several departments scattered all throughout Florida, United States and Salem, Tamil Nadu, India.

The University is especially popular among International students. The University has franchises around the globe including Queensland, India, Canada, Malaysia, and London.

## **DEGREE OF MASTER OF SCIENCE/BUSINESS ADMINISTRATION (MARKETING)**

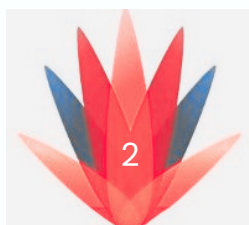
The completion of the degree of master of science/business administration in marketing (MS/MBA in marketing) is accomplished in two academic years.



## **TWO YEARS**

**REGULAR CURRICULUM**

## **COLLEGE OF INTERNATIONAL BUSINESS (CIB)**



**University of Dr.PSJKumar**

# FIRST YEAR

The two year curriculum is based on business management and administration. The first year offer the students an opportunity to develop a strong background in business environment and to receive an introduction to marketing management. Every academic year consists of two semesters.

## SEMESTER I

Managerial Economics  
Management Concepts  
Sales and Distribution Management  
Elective I  
Business Environment and Ethics  
Managerial Communication  
Advertising Management

## SEMESTER II

Management Control Systems  
Advanced Marketing Management  
Consumer Behavior  
Elective II  
Operations Research & Management  
International Business  
E-Commerce



## SEMESTER I BUSINESS ENVIRONMENT

## SEMESTER II MARKETING MANAGEMENT





# SECOND YEAR

The second year offer the students an opportunity to develop a strong background in industrial marketing and to receive an introduction to marketing research.

## SEMESTER III

Retail Marketing  
Industrial Marketing  
Elective III  
Marketing Research  
Global Marketing

## SEMESTER IV

Services Marketing  
Rural Marketing  
Dissertation and Viva

## DEPARTMENT OF MANAGEMENT STUDIES

The department of management studies, the school of science and management, University of Dr.PSJKumar is recognized by the association of MBAs (AMBA). The University is among the top leading business schools in USA and India.



## SEMESTER III MARKETING RESEARCH

## SEMESTER IV DISSERTATION AND VIVA

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# SCHOOL OF SCIENCE AND MANAGEMENT

The faculty of business management and administration, the school of science and management, the department of management studies, University of Dr.PSJKumar thrives a lot in achieving quality education.

## FOR ADMISSION CONTACT

**Dr.P.S.Jagadeesh Kumar**  
**Chancellor**  
**University of Dr.PSJKumar**  
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**Malaysia | India | London**

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University of Dr.PSJKumar  
also offers BBA, MBA and PhD in;

Hospital Management  
International Affairs  
Banking and Finance  
Operations Management  
Hotel Management  
Business Analytics



## FACULTY OF BUSINESS MANAGEMENT AND ADMINISTRATION

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**University of Dr.PSJKumar**



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