



UNIVERSITY OF DR.PSJ KUMAR



MS/MBA MARKETING CURRICULUM 2023-24

SCHOOL OF SCIENCE AND MANAGEMENT

ABOUT US

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

Dr.PSJ Kumar 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)**

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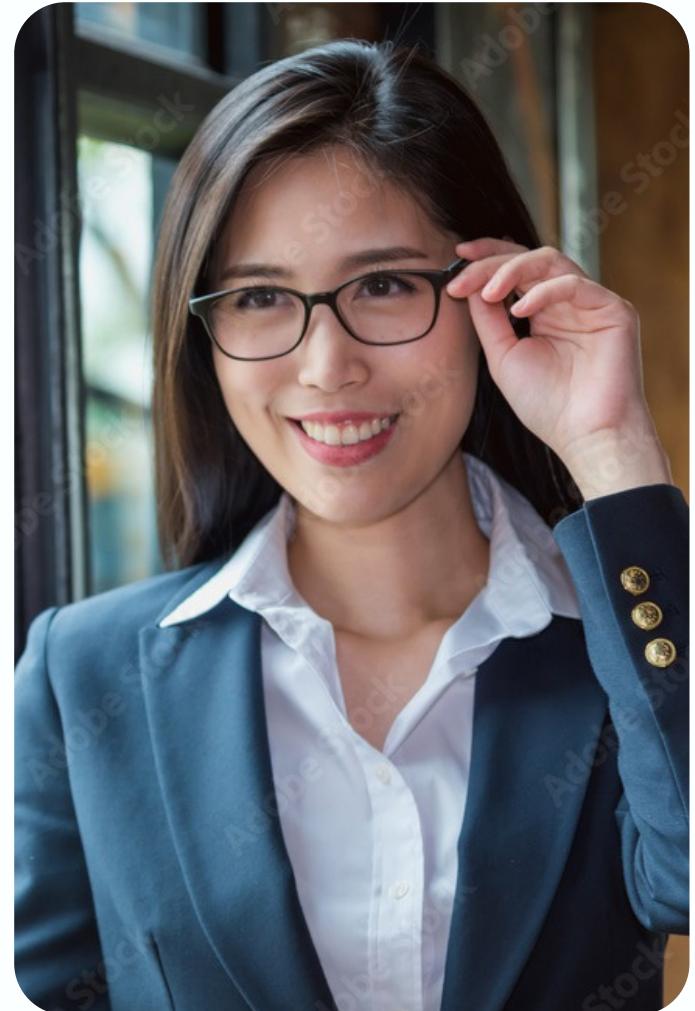
University of Dr.PSJ Kumar

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



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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

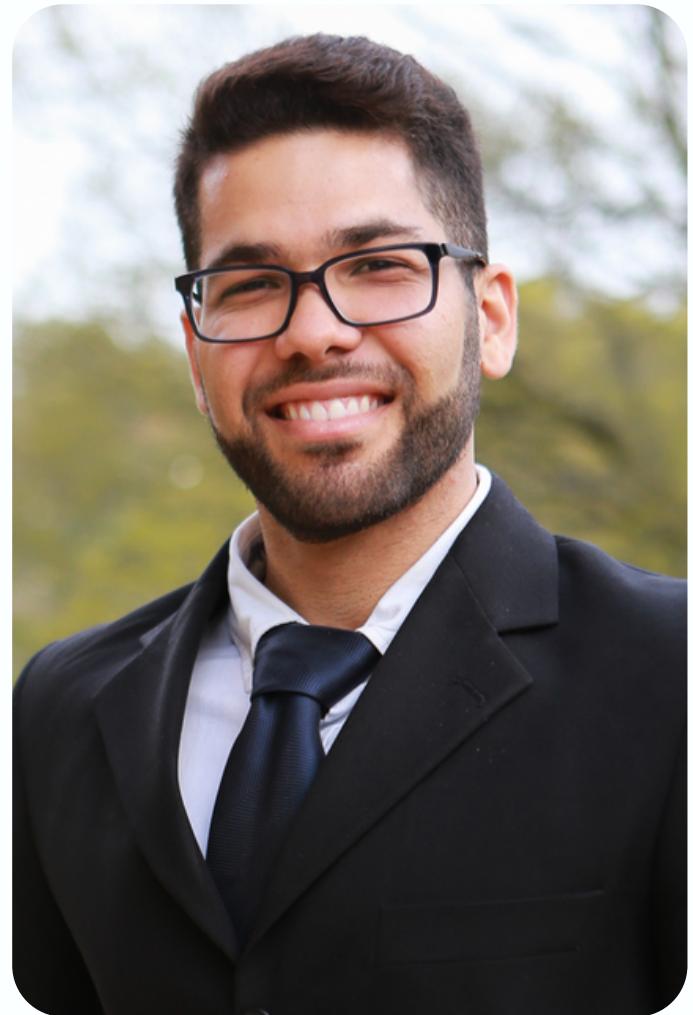
Retail Marketing
Industrial Marketing
Elective III
Marketing Research
Global Marketing

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.PSJ Kumar 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.PSJ Kumar thrives a lot in achieving quality education.

FOR ADMISSION CONTACT

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Malaysia | India | London**

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University of Dr.PSJ Kumar
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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MANAGEMENT