

MBA IN MARKETING*

2 years Online MBA Program

Move into Mid or Senior Management Roles in MARKETING

The MBA in Marketing Management Program will give students an in-depth knowledge of marketing as well as skills from both an academic and practitioner's perspective, enabling you to address marketing challenges in critical and creative ways. The specialization in marketing prepares the students on subjects like Digital Marketing, Advertising and Sales Promotion etc.

ABOUT THE PROGRAM

This two years online MBA program is designed to help those from general business or management-related disciplines develop into innovative marketing professionals who can drive strategic decisions in the creation of successful products and services.

The program is delivered in a blended learning format of self-learning, live sessions from expert faculty members, case study discussions and real-life problem solving.

PROGRAM BENEFITS

The MBA in Marketing Management has been designed to develop an advanced understanding of the operation of global organizations, strategic concepts, and current theories in the management of global businesses. While gaining an understanding of the business environment, the course provides an overview of social, political, legal, technological, economic, behavioral, environmental, ethical, and international aspects of marketing.

UNIQUE FEATURES

- Post completion of the program work across domain of industries – service industry, retail sector, ecommerce, aviation, market research and advertising agencies.
- Strategically design the suitable marketing mix to satisfy the needs of the business and the customers.
- Ability to implement Sales Planning, Market research and Brand Building Techniques.
- Build analytical aptitude, leadership, and problem-solving qualities in the professionals.

LEARNING CONTENT

You will be provided access to our Learning Management System (LMS) to access e-learning content. These contents can be accessed anywhere and anytime.

- E-learning content as PDFs for the complete program
- Pre-recorded videos of expert faculties
- Additional Learning Resources

- Assignment for each paper
- Discussion forms
- Personalized Learning Experience
- Video & Audio content with case studies and presentation

TEACHING METHODOLOGY

Our teaching methodology is a 3-pronged approach:

- **Live Classes from Expert Faculty:** Our expert faculty members take session on each subject that is delivered through live webinar sessions mostly on weekends. Students from India as well as Abroad join these sessions. Key concepts, case studies and real-life examples are discussed. Students also get chance to clarify their doubts / academic clarifications. If by any chance they miss these live classes, the recorded sessions are uploaded in the LMS.
- **Case Studies:** The program has in-built short quizzes and opportunity to solve real life problems. These case studies give insight into implementing management concepts in real world.
- **Discussion Forums:** Faculty members involve students on contemporary topics / issues in highly engaging discussions where the focus is to remain updated with latest in industry and our views or opportunity in them.

PROGRAM DELIVERY SCHEDULE

It is a 2-year program delivered in engaging online education mode where you can continue your job while pursuing the program. The 2 years are divided into 4 semesters; the first and second semesters focus on general management subjects while the third and fourth semesters focus on Marketing specialization with a dissertation/industry project in last semester.

The program is delivered in a blended learning format that includes self-learning supported by our customized Learning Management Platform, instructor led live sessions and real-life experience through dissertation.

- On enrolment each student would be provided with access to our LMS for e-Learning content
- Classes will be conducted on weekends; 12 Live Online Interactive sessions will be provided for each course per semester.
- Classes would include concepts teaching + case study discussions.
- Students to participate in discussion forums as and when scheduled by the faculty members.

STUDENT SUPPORT SERVICES

- **Dedicated Program Managers:** Each learner would be associated with a program manager to share or seek any query and feedback through call or email. All such queries will be responded within 24 hours.
- **24x7 Helpdesk:** Just raise a ticket on any issue and get response almost on real time except weekends. We encourage students to use this facility.

PROGRAM STRUCTURE

Semester I <ul style="list-style-type: none">• Economics & Management Decisions• Financial Management• Marketing Management• Quantitative Techniques for Management Applications• Operations & Material Management	Semester II <ul style="list-style-type: none">• Human Resource Management• Customer Relationship Management• Project Management & Contract Administration• Strategic Management of Technology & Innovation• Research Methodology
Semester III <ul style="list-style-type: none">• Consumer Buying Behavior• Sales and Channel Management• Managing Brands• Product Lifecycle Management• Services Marketing	Semester IV <ul style="list-style-type: none">• Social and Digital Media Marketing• Advertising and Sales Promotion• Business Policy & Strategy• Dissertation

CAREER PROSPECTS

- Sales Manager
- Market Research Analyst
- Digital Marketing
- Business Development Manager
- Brand Manager
- Public Relations Manager
- Marketing Information Personnel
- Customer Relationship Management Personnel

WHERE OUR STUDENTS AND ALUMNI ARE WORKING

- Shipping Lines
- Airlines
- Markets and Markets
- Consulting Firms
- ITC, Britannia, Nestle

- LG, Samsung

WHO SHOULD DO THIS PROGRAM?

- Professionals in every Sector who want to enhance their career opportunities.
- Graduates, professionals who want move to managerial positions in marketing sector.
- Professionals from other industries who wish to enter Marketing sector.
- Fresher's looking forward to pursuing their career in Marketing Management.

ELIGIBILITY

Graduate in any discipline from a recognized University with at least 50% marks, preference will be given to those with work experience.

PROGRAM FEE

For Indian Students: ₹ 1,35,000 (₹ 33,750 per semester)

For Foreign Students: USD 2,250 (USD 565.5 per semester) or equivalent currency

CERTIFICATE

On successful completion of the program, the student would be awarded MBA degree in Marketing by University of Petroleum and Energy Studies (UPES).

ASSESSMENT & EXAMINATION

The university follows a relative grading system, and the evaluation for all the subjects offered in any semester is done in 3 parts:

- Assignment 1 (15% weightage)
- Assignment 2 (15% weightage)
- Term End Examinations (70% weightage)

The final Grading happens as a total of the score with the applicable weightage, in each of the above components.

Qualifying Marks: Overall Qualifying marks for grading is 40%.

Examinations: Examinations will be conducted Online.

ABOUT UPES

Conceived in 2003 UPES is amongst the best-known universities in India and first in Asia to offer domain focused programs in Logistics & Supply Chain International Business, Energy, HSE, Project Management, Aviation, IT and others. It has undisputed leadership in these domain areas and has emerged as a preferred centre for talent for best of corporates. The Centre for Continuing Education offers management programs and executive education to working professionals and students through distance learning mode.

It is known for excellence in academic delivery, learning outcomes and supporting great career opportunities post completion of programs. Join the excellent peer group of over 12,000 global students from across the sectors and domains: professionals in private firms, self-employed professionals, Government officials, policy planners and more on the pathway to progress.

RECOGNITION OF UPES

- UPES is recognized by UGC and NAAC A accredited
- Member of Association of Indian Universities
- Member of International Association of Universities
- QS 5 Star Rated University

*Secure provisional admission/subject to approval from UGC