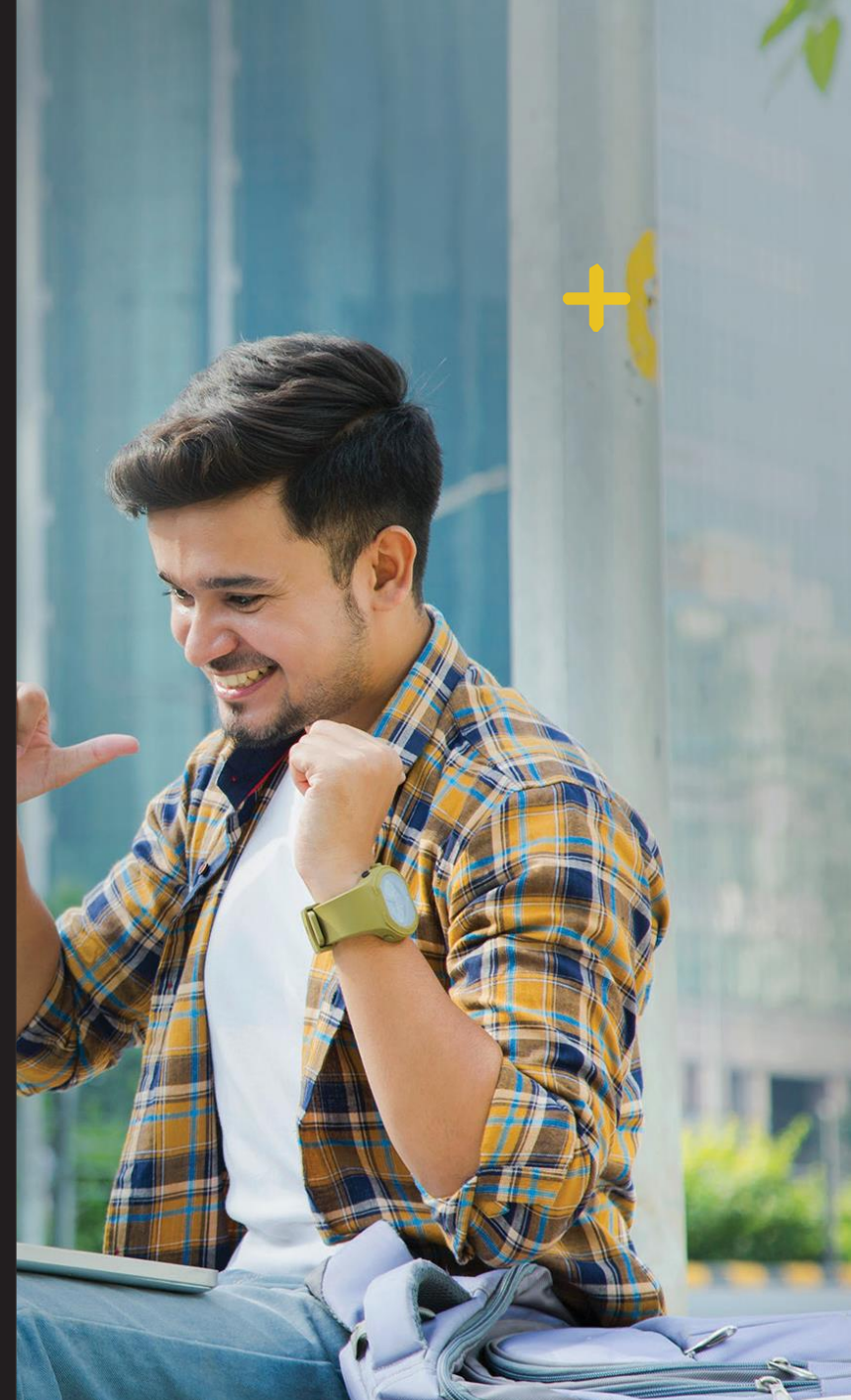


# Think Differently *manage exceptionnally*

**Bachelor of  
Business Administration**

**Marketing**

 3 YEARS | Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

## About the Elective

For any business to make a profit, marketing is the essential channel to reach that end goal. Marketing provides and communicates value to customers, clients, suppliers, and other stakeholders. It is a critical function for the commercial and reputational success of an organization. Any company big or small, product or service-oriented the marketing team plays a vital role.

Marketing is one of the most popular career choices with opportunities that are vast and varied. It is an exciting, challenging, and rewarding discipline set against a dynamic backdrop. BBA with Marketing electives is a highly specialized degree that's great for anyone who wants to start their career in this fast-paced discipline. The BBA Marketing online degree program will cover the core marketing theory that is applicable in a real practical industry business setting.

The students will learn about marketing tools needed by an organization to compete in a dynamic marketplace like planning, directing, implementing, and monitoring an organization's marketing efforts transforming them into efficient leaders.

## Elective Highlights

- ◆ Focus on a range of marketing and business management theories and practices
- ◆ Learning, about advanced topics like Integrated MarComm, Social Media Marketing, Marketing Analytics, etc.
- ◆ Achieve proficiency with a blend of marketing and management courses
- ◆ Industry designed curriculum that delivers technical excellence and supplements professional skills
- ◆ A host of Skill Enhancement and Ability Enhancement Courses in addition to Core Courses
- ◆ Analyze problems and propose actions in real-world situations as part of the Project Work

## Eligibility

Pass in the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB / ICSE recognized by the State or Central Government. Candidates who are due to appear in the (10+2) examination are also eligible to apply.

## Duration

3 Years (6 Semesters)

## Admission Process

- ❖ Visit our website [hGps://onlinejain.com](https://onlinejain.com)
  - ❖ Enquire Now
  - ❖ Talk to Our Counsellors for more details
  - ❖ Apply for the Right Program
  - ❖ Provisional Confirmation of Admission
  - ❖ Document Verification
- ❖ Pay Tuition/Program fee
  - ❖ Confirmation of Admission
  - ❖ LMS Activation & Issue of Digital Identity Card
  - ❖ Start your Pre-Semester Program
  - ❖ Commencement of Live Online Sessions

<https://onlinejain.com/>

## Program Structure\*

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
English	Marketing Management	Managerial Economics	Macroeconomics	Brand Management	Operations Management
Business Management	Organization Behaviour & HRM	Consumer Behaviour	Financial Markets & Instruments	Retail Marketing	Strategic Management
Accounting for Business	Cost & Management Accounting	Sales Management	Services Marketing	Digital Marketing & E-Commerce	International Marketing
Modern Business Environment	Corporate Finance	Technology for Business	Advertising & Sales Promotion	Research Methodology	Information Systems for Business
Business Regulatory Framework	Introduction To Business Analytics	Environmental Science	Entrepreneurship	Personal & Managerial Effectiveness	Ethics & Values
Quantitative Techniques for Management	Communicative English				Research Project*

\* Project will be carried out between Sem 5 and Sem 6, but evaluation will reflect in Sem 6

# IT ALL + ADDS UP



UGC Entitled Online Degree Programs



Collaborations with Global Professional Bodies



Additional Live Sessions Imparting  
25 Key Skills for Success



Learning Hours and Credits at par  
with On-Campus Programs



Global Faculties



Learn Anytime, Anywhere and on Any device



Diversity - Learners from 43 + Countries



Innovative Learning Methodology



Access to 20,000 + LinkedIn Learning Courses



Personalized Support Through Dedicated  
Program Managers



High Quality Global Standard Education  
with Flexible Fee Payments



Career Advancement Services



2000+ Global Hiring Companies



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