

ATHARVA INSTITUTE OF MANAGEMENT STUDIES

MASTER OF MARKETING MANAGEMENT

Syllabus effective from the Academic Year 2014-15

SEMESTER I

Sr. No.	Subjects
1	Principles of Management
2	Financial Accounting
3	Organisational Behaviour
4	Managerial Economics
5	Business Communication
6	Quantitative Methods in Management

SEMESTER II

Sr. No.	Subjects
1	Production Management
2	Business Research Methods
3	Marketing Management
4	Legal Aspects of Business
5	Cost & Management Accounting
6	Human Resources Management

SEMESTER III

Sr. No.	Subjects
1	International Business (University Assessment)
2	Management Information Systems (University Assessment)
3	Financial Management (University Assessment)
4	Taxation
5	Creativity & Innovation Management

SEMESTER IV

Sr. No.	Subjects
1	Product & Brand Management
2	Sales Management & Sales Promotion
3	Consumer and Industrial Buyer Behaviour
4	Financial Aspects of Marketing
5	Distribution and Supply Chain Management

SEMESTER V

Sr. No.	Subjects
1	Services Marketing
2	Marketing Research & Analytics
3	Customer Relationship Management
4	Retail Management
5	Industry Oriented Dissertation Project

SEMESTER VI

Sr. No.	Subjects
1	Strategic Management (University Assessment)
2	Strategic Marketing Management (University Assessment)
3	Integrated Marketing Communications & Digital Marketing (University Assessment)
4	Media Planning & Strategy
5	Event Management