



Creating a World of Leaders



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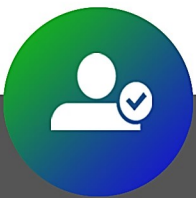


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# BPBA

## IN MARKETING MANAGEMENT



**ELIGIBILITY:**  
**12TH/BPP**



**DURATION:**  
**REGULAR - 3 YEARS**  
**FAST TRACK - 1YEAR**



**WORK EXPERIENCE:**  
**3 YEARS**

The right & deemed fit students will be provided with 100% placement assistance

## HIGHLIGHTS

- Understand the role and function of marketing within organizations.
- Explore the factors that influence consumer behavior, organisational behaviour & sales management
- Effectively devise an integrated & cost-effective marketing plan.
- Effectively monitor, measure and adapt the marketing plan for continuous improvement. Marketing Management deals in imbuing candidates with the intricacies and phases of marketing. Students gain the knowledge of the skills necessary to convince the target audience and the various dimensions one needs to be acquainted in the functional area of marketing. They should have good interpersonal skill combined with analysis and evaluatory skills.

## ABOUT US

N.I.M.S is a division of Norwich Group based in South India for more than a decade. Norwich Institute of Management Studies helps in training, online courses and online exams. All the Certificates are affiliated from International Council of Distant Education (ICDE). All the online courses and exams will be well monitored by the institution and, the provided certificates are ISO certified and can also be used for International Travel and study based programs.

## Our Subjects

### YEAR 1

- Principles of Management
- HR Management
- Organizational Behaviour
- Managerial Economics
- Marketing Management

### YEAR 2

- Business Law
- Operations Management
- International Marketing
- Logistics and Distribution Management
- Financial Accounting

### YEAR 3

- Marketing Research
- Business Communication
- Strategic Management
- Consumer Behaviour
- Advertising Management



## Exam & Duration:

Online Exam: 2 hours/paper

Total Fees For Indian Residents : Rs. 42480

Total Fees For Foreign Residents : US \$ 720