

Bachelor of Business Administration (BBA)

Specialization: Marketing Management

Model University-Style Syllabus

Duration: 3 Years (6 Semesters) | Total Credits: 140

Assessment Pattern: Internal Assessment (30%) + End Semester Examination (70%)

Semester I

Subject Code	Course Title	Credits	Marks Distribution
BBA101	Principles of Management	4	30+70=100
BBA102	Business Economics	4	30+70=100
BBA103	Business Mathematics	4	30+70=100
BBA104	Financial Accounting	4	30+70=100
BBA105	Business Communication	3	30+70=100

Semester II

Subject Code	Course Title	Credits	Marks Distribution
BBA201	Organizational Behaviour	4	30+70=100
BBA202	Business Statistics	4	30+70=100
BBA203	Cost Accounting	4	30+70=100
BBA204	Computer Applications in Business	4	30+70=100
BBA205	Environmental Studies	3	30+70=100

Semester III

Subject Code	Course Title	Credits	Marks Distribution
BBA301	Marketing Management	4	30+70=100
BBA302	Human Resource Management	4	30+70=100
BBA303	Business Law	4	30+70=100
BBA304	Financial Management	4	30+70=100
BBA305	Consumer Behaviour	3	30+70=100

Semester IV

Subject Code	Course Title	Credits	Marks Distribution
BBA401	Sales & Distribution Management	4	30+70=100
BBA402	Advertising & Brand Management	4	30+70=100
BBA403	Marketing Research	4	30+70=100
BBA404	Retail Management	4	30+70=100

BBA405	Business Ethics & CSR	3	30+70=100
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Semester V

Subject Code	Course Title	Credits	Marks Distribution
BBA501	Digital Marketing	4	30+70=100
BBA502	Services Marketing	4	30+70=100
BBA503	International Marketing	4	30+70=100
BBA504	Entrepreneurship Development	4	30+70=100
BBA505	Summer Internship Report	4	50+50=100

Semester VI

Subject Code	Course Title	Credits	Marks Distribution
BBA601	Strategic Marketing	4	30+70=100
BBA602	Customer Relationship Management	4	30+70=100
BBA603	Integrated Marketing Communications	4	30+70=100
BBA604	Project Management	4	30+70=100
BBA605	Major Project & Viva Voce	6	50+50=100

Detailed Marketing Management Course Outline (BBA301)

Credits: 4

Marks: Internal 30 + End Semester 70 = 100

Unit I: Introduction to Marketing, Marketing Concepts, Marketing Environment.

Unit II: Consumer Behaviour, Market Segmentation, Targeting and Positioning.

Unit III: Product Decisions, Branding, Packaging, Product Life Cycle.

Unit IV: Pricing Strategies, Distribution Channels, Supply Chain Basics.

Unit V: Promotion Mix, Advertising, Sales Promotion, Public Relations, Digital Marketing Basics.

Learning Outcomes: Understand marketing concepts and frameworks. Analyze consumer buying behaviour. Develop marketing strategies and plans. Apply digital and traditional marketing tools.