

MASTERS IN MARKETING MANAGEMENT

Three year part time Mumbai University approved programme

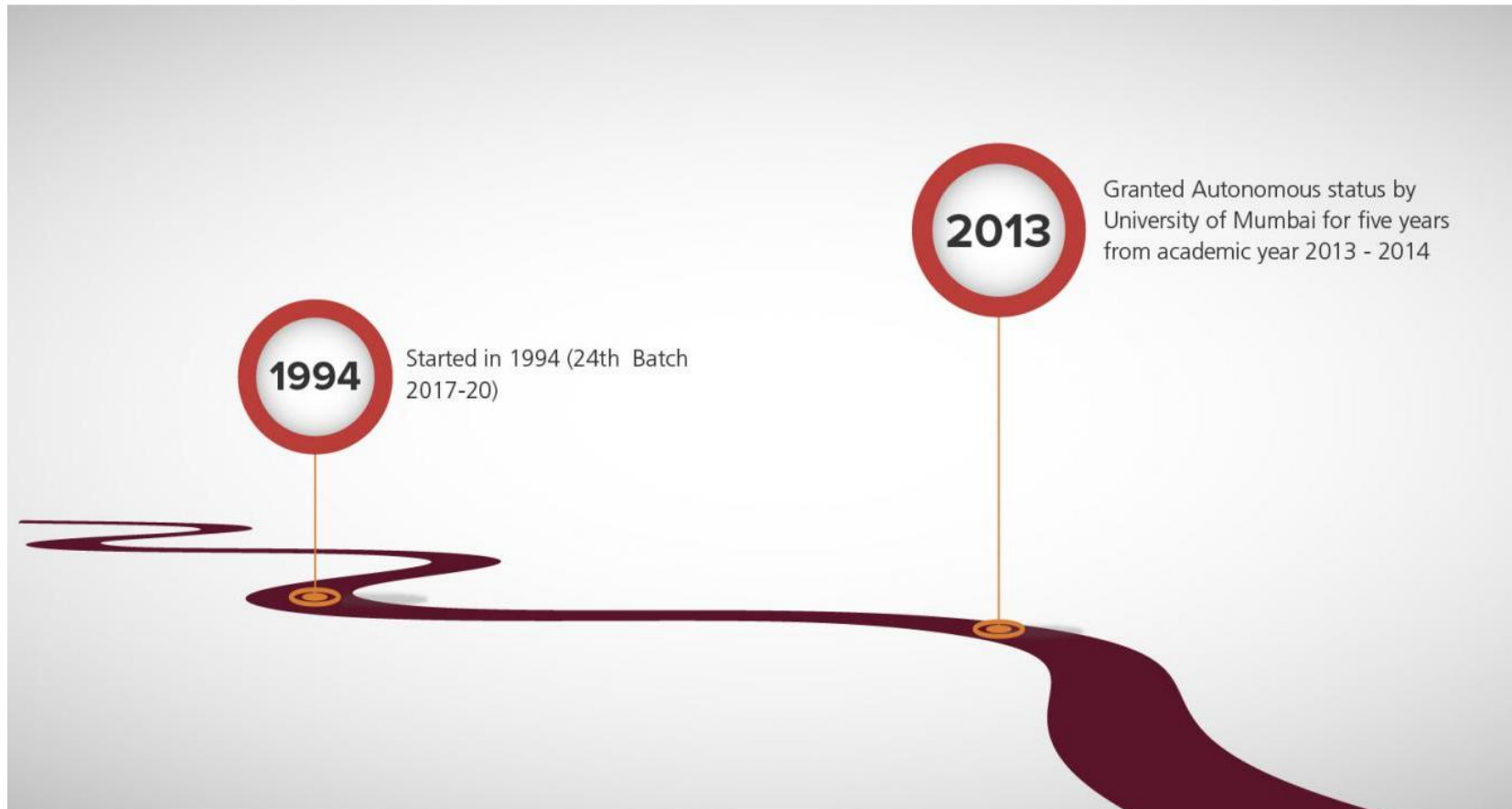


MASTERS IN MARKETING MANAGEMENT

- The Master in Marketing Management (MMM) programme aims to equip the students with a holistic and all-round grooming required to be successful in the field of marketing.
- The program comprehensively focuses on providing students with the sound knowledge in various aspects like strong conceptual learning, technical insights and its applications.
- The MMM program helps students to rethink their career options into upcoming fields like Digital Marketing, Business Development, Brand Management, Social Media Specialist, etc.
- The institute facilitates a full project for the students during the fifth-semester.
- The institute invites the experts from industry to take sessions on emerging trends in marketing.

Program Highlights

- Intake: 60 seats



Program Highlights (contd..)

- The courses offered, are reviewed by “Subject Boards” of different subjects.
- “Subject Boards” comprises of industry experts and experienced academicians.
- It makes the program up-to-date and relevant for industry.
- It also increases career enhancement for the students.
- The subject board of marketing comprising of experts from industry and academics meets twice in a year to revamp the curriculum. The meritorious students are also invited during the meeting to get their input.

Cornerstones of the program

- The program focuses on inculcating leadership and integrative thinking skills in the learners.
- It has an illustrious history of students who have made a name for themselves in the corporate world, both in India and abroad.

Illustrious Alumni

Alumni Name	Organization	Designation
Sudhir Shenoy	Dow Chemical India	Chief Executive Officer
Suphal Mehrotra	Vodafone	Executive Vice President
Sanjay Podder	Accenture R&D Labs	Managing Director

Vision of MMM Course

- To combine the practical knowledge of the participants with theoretical background of Marketing Management
- Innovative and cutting edge courses are included to ensure that the participants are fully acquainted with the latest techniques and subjects in the specialization of marketing management

Program Structure

- The program is of three years duration.
- Divided into six semesters.
- Each semester is of approximately 24 weeks.
- In the first year of the program, compulsory general management subjects are offered.
- In the second year, specialization subjects are offered.
- In the third year specialization subjects are offered along with a bouquet of electives.

List of Courses, Batch: 2018 – 21 – First Year

SEMESTER – I		
Sr. No.	Subjects	Marks
1	Financial and Cost Accounting	100
2	Legal Aspects of Business	100
3	Organizational Behavior	50
4	Managerial Communication	50
5	Quantitative Methods in Business	100
6	IT for Management	100
7	Marketing Management I	100
Total		600

List of Courses, Batch: 2018 – 21 – First Year

SEMESTER – II		
Sr. No.	Subjects	Marks
1	Managerial Economics	100
2	Marketing Management II	100
3	Financial Management	100
4	Production and Productivity Management	100
5	Principles of Management	100
6	Human Resource Management	50
7	Personnel Law	50
Total		600

List of Courses, Batch: 2018 – 21– Second Year

SEMESTER – III		
Sr. No.	Subjects	Marks
1	Business Environment	100
2	Brand Management	100
3	Consumer Behaviour	100
4	Services Marketing	100
5	Retail Management	100
TOTAL		500

List of Courses, Batch: 2018 – 21– Second Year

SEMESTER – IV		
Sr. No.	Subjects	Marks
1	Integrated Marketing Communication	100
2	Marketing Strategy	100
3	Marketing Research	100
4	B2B Marketing	100
5	Digital Marketing	100
TOTAL		500

List of Courses, Batch: 2018 – 21 – Third Year

SEMESTER – V		
Sr. No.	Subjects	Marks
1	A – Marketing Finance	50
2	B – Shopper Experience Management	50
3	International Marketing	100
4	A – Rural Marketing	50
5	B – Social Marketing	50
6	A – Sales Management	50
7	B – Distribution Management	50
8	Project in Marketing	100
Total		500

List of Courses, Batch: 2018 – 21 – Third Year

SEMESTER – VI		
Sr. No.	Subjects	Marks
1	Strategic Management	100
2	Entrepreneurship Management	100
3	A – Business and Personal Ethics	50
4	B – Corporate Governance	50
5	A – CRM and E – CRM	50
6	B – Marketing of Financial Services	50
	Select Any 2	
7	A – Diversity and Inclusion	50
8	B – Marketing of IT Services	50
9	C – Luxury Marketing	50
	Total	500

Learning Methodology

- The pedagogy comprises of diverse tools.
- The teaching-learning process lays emphasis on peer group learning.

Courses delivery tools

- Extensive and interactive classroom lectures
- Case study analysis
- Spreadsheet applications
- Student projects & presentations
- Field projects & visits
- Individual & group assignments
- Guest lectures, Conferences and Seminars
- Role plays
- Experiential learning initiatives

Thank You

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