



NAAC
GRADE **A+**

DIRECTORATE OF DISTANCE & ONLINE EDUCATION

MASTER OF BUSINESS ADMINISTRATION
(MARKETING MANAGEMENT)

COURSE BROCHURE (2026-27)

INTRODUCTION

Managalayatan Online offers a Master of Business Administration (MBA) in Marketing to equip students with essential marketing topics. The course curriculum covers topics related to marketing fundamentals, incorporating the technical and managerial aspects of marketing trends. The semester curriculum is designed by experts, imparting education through a flexible learning mode and preparing students with professional leadership skills. The course modules consist of industry-relevant digital marketing, brand management, marketing campaigns, strategic marketing, and consumer behaviour.

Our online MBA in Marketing specialization focuses on enhancing students' knowledge with advanced marketing concepts. This four-semester MBA course imparts foundational values to practice both theory and practical skills. The program focuses on students' marketing acumen to adopt the challenging marketing management roles in the competitive job market.

MISSION:

- To encourage students to thrive in the marketing field with effective decision-making abilities to plan, strategize, and implement business techniques to achieve targeted goals.
- To encourage students to develop analytical and problem-solving skills that can help them analyze different metrics to set marketing goals.
- To enhance students' competitive digital marketing skills and have a good grasp of trending media and marketing tactics.
- To motivate students to understand the role of ethical marketing and how informed opinion ensures the professional demeanor of students in the workplace.
- To develop leadership qualities and enhance communication skills to excel in marketing management, and to collaborate with team.

OBJECTIVES:

The main objective of an online MBA in Marketing programme is to provide students with knowledge about the brand management techniques and marketing approach to understand the market segmentation and consumer behavior, enabling students to identify market opportunities to make data-oriented decisions. We aim to define students' potential with effective negotiation techniques and competence in effective decision-making skills.

INSTRUCTIONAL DESIGN

The program is divided into four semesters and minimum credit requirement is 84 to get MBA degree in OL mode from Mangalayatan University. Minimum time period for acquiring MBA degree will be two years and maximum time (extended) period is 4 years. Student can select one elective.

SEMESTER - I						
S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
				MAX	MAX	
1	MGO-6101	Principles and Practices of Management	4	30	70	100
2	MGO-6102	Managerial Economics	4	30	70	100
3	MGO-6103	Accounting for Managers	4	30	70	100
4	MGO-6104	Business Statistics	4	30	70	100
5	MGO-6105	Communication for Management	4	30	70	100
TOTAL			20	150	350	500

SEMESTER - II

S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
				MAX	MAX	
1	MGO-6201	Entrepreneurship & SMEs Management	4	30	70	100
2	MGO-6202	Business Environment	4	30	70	100
3	MGO-6203	Research Methodology	4	30	70	100
4	MGO-6204	Business Laws	4	30	70	100
5	MGO-6205	Human Resource Management	4	30	70	100
TOTAL			20	150	350	500

Three courses from any one area of the specialization and specialization area will remain same in IIIrd and IV th Semester

SEMESTER - III

S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
				MAX	MAX	
1	MGO-7101	Strategic Management	4	30	70	100
2	MGO-7102	Organizational Behavior	4	30	70	100
3	MGO-7111	Marketing Management	4	30	70	100
4	MGO-7112	E-Marketing	4	30	70	100
5	MGO-7113	Retail Management	4	30	70	100
TOTAL			20	150	350	500

SEMESTER - IV

S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
				MAX	MAX	
1	MGO-7201	Business Ethics and Corporate Governance	4	30	70	100
2	MGO-7202	Global Business Mgmt.	4	30	70	100
3	MGD-7200	Dissertation	4	30	70	100
4	MGO-7211	Consumer Behavior & Marketing Comm.	4	30	70	100
5	MGO-7212	Marketing of Services	4	30	70	100
6	MGO-7213	Sales & Distribution Management	4	30	70	100
TOTAL			24	180	420	600

SYLLABI AND COURSE MATERIALS

Syllabi, PPR and self-learning materials are developed mostly by experienced faculty members of Mangalayatan University in consultation with contents experts and the same will be forwarded to CIQA and Board of Studies/Academic Council/ Executive Council for further suggestions and approval.

STUDY MATERIAL

The study material in digital format (e – content) of the programme shall be supplied to the students unit - wise for every course.

VIDEO LECTURES

The Video lectures as prescribed by the UGC Regulation shall be made available on the LMS portal of the University.

ONLINE COUNSELLING SESSIONS

The online counselling sessions shall be scheduled beforehand by the Subject Coordinator and informed to the learners. There shall be 6 online counselling sessions / contact classes of 1 hours each for a 4 credit course, held on Saturdays and Sundays. In case of 2 credits course there shall be 4 sessions of 1 hours each and in case of 6 credits course there shall be 8 sessions of 1 hours each.

MEDIUM OF INSTRUCTION

Medium of Course Instruction: English
Medium of Examination: English

STUDENT SUPPORT SYSTEMS

The university will appoint programme coordinators, course coordinator and course mentors to facilitate the learners in their learning.

Finally, The university has made appropriate arrangements for various support services including online counselling and resource-oriented-services, evaluation methods for both on and off line modes for easy and smooth services to the students' through online mode.

PROCEDURE FOR ADMISSIONS, CURRICULUM, TRANSACTION AND EVALUATION

FEE STRUCTURE							
Name of the Program	Degree	Duration	One Time Reg. Fee	Semester Fee	Exam Fee Per Semester	Full Year Fee	Total Fees
Master of Business Administration	PG	2 Years	1000	15000	1500	34000	67000
Total							67000

ACTIVITY SCHEDULE

S.NO.	Name of the Activity	Tentative months schedule (specify months) during year			
		From(Month)	To (Month)	From(Month)	To (Month)
1	Admission	Jul	Sep	Jan	Mar
2	Assignment submission (if any)	Sep	Oct	Mar	Apr
3	Evaluation of Assignment	Oct	Nov	Apr	May
4	Examination	Dec	Dec	Jun	Jun
5	Declaration of Result	Jan	Jan	Jul	Jul
6	Re-registration	Jul	Jul	Jan	Jan
7	Distribution of SLM	Jul	Sep	Jan	Mar
8	Contact Programmes (counselling, Practicals.etc.)	Sep	Nov	Mar	May

* These dates are tentative. Final dates will be informed well in advance on your LMS.

CREDIT SYSTEM

Duration of the Programme	Credits	Name of the Programme	Level of the Programme
2 Yrs to 4 Yrs	84	M.B.A.	Master's Degree (Professional)

WHY ONLINE EDUCATION?

- Comfortable and Flexible.
- Convenience of attending classes from home.
- Cost Effective.
- Time saving.
- No commuting.
- Monetary benefits- No textbooks required.
- Repeated access to the same lecture.
- Study anytime, anywhere.
- Write proctored exam from home



ADMISSION PROCESS

- Register with Mangalayatan Online Programs
- Pay Registration fees through our available payment gateways
- Upload relevant documents and mark sheets
- Get provisional admission
- Pay semester fees
- Get admission confirmation from University
- Roll number allotted to every student
- LMS id and password creation.



Mangalayatana
ONLINE

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