

## **BBA - Marketing Management**

### First Year

- 1 English – Paper I
- 2 Consumer Behaviors
- 3 Business Communication
- 4 Computerized office Management
- 5 Marketing Concepts
- 6 Principles of Management

### Second Year

- 1 Market Segmentation
- 2 Marketing Ethics
- 3 Managerial Economics
- 4 Management Information Systems
- 5 Brand Management
- 6 E-Commerce

### Final Year

- 1 Economic Analysis
- 2 Principles of Sales Management
- 3 Marketing Audits
- 4 Business Laws
- 5 Industrial Marketing
- 6 International Business Management