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MBA I YEAR I SEMESTER (JNTUA-R14)

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MBA Syllabus and MBA Subjects 2020 | For All Semesters

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Manish Patidar June 27, 2020. The purpose of MBA Marketing Management Subject is to develop an understanding of the underlying concepts, strategies and issues involved in the marketing of products and services. Marketing Management contains five modules namely Marketing Concepts and Challenges; Marketing Planning and Control; Marketing Mix, Understanding Customer and Marketing Information System; and Marketing Strategies.

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MKT 511 | MBS First Semester

This Video contains Marketing management Meaning, Definition, Importance and Scope. For the notes used in the video please refer to this link: <https://www.fa...>

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Most of the full-time MBA Programs feature two semesters each year and it takes 2 years to finish the entire Master of Business Administration Course. For the sake of your convenience, we have jotted MBA Course Structure and Subjects to pay attention to in each of the semesters.

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