



Dr. M.G.R. EDUCATIONAL AND RESEARCH INSTITUTE DEEMED TO BE UNIVERSITY

University with Graded Autonomy Status

(An ISO 21001 : 2018 Certified Institution)

Periyar E.V.R. High Road, Maduravoyal, Chennai-95. Tamilnadu, India.



MGR – MBA – Marketing (July 2022 batch Onwards)

Semester 1	Semester 2
Principles of Management and Behavioral	Marketing Management
Managerial Economics	Human Resource Management
Basic Accounting for Managers	Research Methodology
Business Legislation	Brand Management
Business Statistics for Managers	Retail Management
E- Commerce	Customer Relationship Management
Computer Application for Business (Pr)	Tally Lab (Pr)
Business Communication (Pr)	Business Etiquette (Pr)
Semester 3	Semester 4
Strategic Management	Digital Marketing
Entrepreneurship Development	International Business Management
Management Accounting	Contemporary Seminar
Advertising and Sales Promotion	Field Work and Project Work
Services Marketing	–
Rural Marketing	–
Spreadsheet for Managers (Pr)	–
Production and Operations Research Lab (Pr)	–
Managerial Skill Development (Pr)	–
Summer Project – Internship and Viva Voce (Pr)	–