



BPBA IN MARKETING MANAGEMENT

DURATION

(REGULAR) 3 YEARS

(FAST TRACK) 1 YEAR

ELIGIBILITY

12TH PASS/ANY DIPLOMA

WORK EXPERIENCE

3 YEARS

COURSE DESCRIPTION

BPBA in Marketing is a three-year undergraduate course offered by many prestigious institutions across India. The course is designed to teach students the fundamental and most important marketing skills needed to promote their product, company, and services. It teaches them business management skills and prepares them for a career in the industry. Students must have completed their XII from a recognised board in order to pursue this course. Marketing management educates candidates on the nuances and stages of marketing. Students learn the techniques needed to persuade the target market, as well as the numerous aspects that must be understood in the practical field of marketing. They should have strong analytical and evaluative abilities, as well as strong interpersonal abilities.

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 www.elyamacademy.com



ABOUT US

In order to integrate the personnel strategy with the employer's business, we are devoted to providing qualified, talented, and professional manpower solutions to all sectors. We also provide a variety of training options to our applicants since we think it is important to support their professional development and excellence. With a large pool of applicants ranging from recent graduates to senior jobs, Job Scan can locate, screen, assess, and select prospects who meet the requirements of the hiring manager. Using our high standards for behaviors, and we respect the contributions of each customer and applicant we work with.

SUBJECTS

YEAR 1

- **MARKETING CONCEPTS**
- **THEORY OF MANAGEMENT**
- **MARKETING ETHICS**
- **CONSUMER ANALYSIS**
- **ECONOMIC ANALYSIS**

YEAR 2

- **HUMAN RESOURCE MANAGEMENT**
- **SOFT SKILLS**
- **BRAND MANAGEMENT**
- **MARKETING PRINCIPLES**
- **SALES MANAGEMENT**

YEAR 3

- **MARKETING CONCEPTS**
- **THEORY OF MANAGEMENT**
- **MARKETING ETHICS**
- **CONSUMER ANALYSIS**
- **ECONOMIC ANALYSIS**

EXAM & DURATION

ONLINE EXAM: 2HRS/PAPER

TOTAL FEES: RS.37,000

INTERNATIONAL FEES: \$ 500

