



Guru Nanak Dev University

NAAC A++, UGC-Entitled

MBA (Marketing)

Type

Pg Program

Mode

Online

Duration

2 Years

Total fees

₹ 80,600

Guru Nanak Dev University

Guru Nanak Dev University (GNDU), established in 1969, is a leading public university committed to academic excellence, inclusive education, and societal advancement. Over decades, the University has built a strong foundation across disciplines such as Science, Arts, Management, Information Technology, and emerging technology domains. Guided by the values of Sri Guru Nanak Dev Ji, GNDU's academic philosophy emphasises integrity, equity, and knowledge that serves society.

MBA (Marketing)

Highlights

- ◆ A structured online learning format that helps learners pursue marketing, branding, customer insight, and sales strategy with continuity and manageable academic progress.
- ◆ Subject areas such as Managerial Economics, Business Environment, Quantitative Methods for Management, and Accounting for Management make the course relevant to learners comparing similar programmes.
- ◆ Designed to strengthen both conceptual understanding and communication in discipline-specific contexts.
- ◆ Focuses on practical interpretation, case-based thinking, and problem-solving linked to customers, markets, campaigns, and competitive positioning.
- ◆ Supports academic progression and career exploration across Marketing Executive, Brand Manager, and Digital Marketing Coordinator and related marketing, sales, brand management, digital campaigns, and customer strategy roles without making unsupported placement claims, with added focus on strategic perspective.

Learning outcomes

- ◆ Within MBA (Marketing) from Guru Nanak Dev University, examine customers, markets, campaigns, and competitive positioning through the lens of Managerial Economics, Business Environment, Quantitative Methods for Management, and Accounting for Management.
- ◆ Use relevant tools, theories, or frameworks to address brand growth, customer acquisition, market expansion, and sales effectiveness.
- ◆ Compare options and make reasoned judgements about marketing decisions based on insight, segmentation, channels, and performance.
- ◆ Prepare campaign briefs, brand plans, sales pitches, and market analysis reports with clarity, evidence, and subject-specific vocabulary.
- ◆ Connect learning with future study, professional growth, or applied work in Marketing Executive, Brand Manager, and Digital Marketing Coordinator and related marketing, sales, brand management, digital campaigns, and customer strategy roles, while strengthening strategic perspective.

Eligibility Criteria

Bachelor/ Master Degree in any discipline or equivalent examination with 50% marks in aggregate.

Curriculum Overview

Semester 1 (6 subjects)

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|---------------------------------------|--|
| ◆ Managerial Economics | ◆ Accounting for Management |
| ◆ Business Environment | ◆ Marketing Management |
| ◆ Quantitative Methods for Management | ◆ Management Practices and Organizational Behavior |

Semester 2 (6 subjects)

- | | |
|---|--|
| ◆ Business Research Methodology | ◆ Human Resource Management |
| ◆ Financial Management | ◆ Business Communication and Personality Development |
| ◆ Entrepreneurial Development and MSMEs | ◆ Seminar-I |



Curriculum Overview (continued)

Semester 3 (7 subjects)

- ◆ International Marketing
- ◆ Marketing Research
- ◆ Consumer Behaviour
- ◆ Advertising and Sales Management
- ◆ Services Marketing
- ◆ Business Analytics
- ◆ Seminar-III

Semester 4 (4 subjects)

- ◆ Strategic Management
- ◆ Brand Management
- ◆ Digital and Social Media Marketing
- ◆ Research Project

Fee Structure

Fee heads	Year 1	Year 2	Total
Application Fees	₹ 1,600	—	₹ 1,600
Exam Fee	₹ 7,000	₹ 7,000	₹ 14,000
Course Fee	₹ 32,500	₹ 32,500	₹ 65,000
Total	₹ 41,100	₹ 39,500	₹ 80,600