



Sambalpur University

NAAC A, UGC-Entitled, NIRF #51-100

MBA (Marketing)

Type

Pg Program

Mode

Distance

Duration

2 Years

Total fees

₹ 62,000

Sambalpur University

Sambalpur University is a state university under the University Grants Commission, Government of India. The Sambalpur University Act was passed by the Odisha Legislature on 10th December 1966 to fulfill the long-cherished dream of the people of Western Odisha for the establishment of a university. The University started functioning on 1st January 1967 with Prof. Parsuram Mishra as the first Vice-Chancellor. The University was inaugurated on 4th January 1967 by Hon'ble Chancellor A.N. Khosla. The University started functioning in 1967 in a rented private building at Dhanupali, Sambalpur, and in the Government building at Ainthapali, Sambalpur from 1968-72. In the year 1973, the University was shifted to the present campus named Jyoti Vihar at Burla.

MBA (Marketing)

Highlights

- ◆ Flexible study structure that keeps quality education accessible for graduates and working professionals seeking stronger career direction.
- ◆ Emphasis on Business Statistics and Analysis, Managerial Economics, Business Environment, and Business Communication, ensuring the course stays closely aligned with marketing, branding, customer insight, and sales strategy.
- ◆ Encourages steady academic progress through organized content, assessments, and guided learning support.
- ◆ Helps learners interpret real situations, evaluate information, and communicate ideas with subject confidence.
- ◆ Relevant for learners seeking meaningful growth in Marketing Manager, Brand Manager, and Market Research Analyst and related marketing, sales, brand management, digital campaigns, and customer strategy roles, based on their goals and experience, with added focus on analytical depth.

Learning outcomes

- ◆ Within MBA (Marketing) from Sambalpur University, examine customers, markets, campaigns, and competitive positioning through the lens of Business Statistics and Analysis, Managerial Economics, Business Environment, and Business Communication.
- ◆ 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 Manager, Brand Manager, and Market Research Analyst and related marketing, sales, brand management, digital campaigns, and customer strategy roles, while strengthening analytical depth.

Eligibility Criteria

Students with any Undergraduate Degree from UGC recognised institutions

Curriculum Overview

Semester I (7 subjects)

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|---|---|
| ◆ MBA101 Business Statistics and Analysis | ◆ MBA105 Human Values and Professional Ethics |
| ◆ MBA102 Managerial Economics | ◆ MBA106 Financial Accounting for Managers |
| ◆ MBA103 Business Environment | ◆ MBA107 Computer Application in Management |
| ◆ MBA104 Business Communication | |

Semester II (8 subjects)

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|---|------------------------------------|
| ◆ MBA201 Legal Aspects of Business | ◆ MBA205 Marketing Management |
| ◆ MBA202 Quantitative Techniques for Managers | ◆ MBA206 Operations Management |
| ◆ MBA203 Human Resource Management | ◆ MBA207 Business Research Methods |
| ◆ MBA204 Corporate Financial Management | ◆ MBA208 Organizational Behaviour |



Curriculum Overview (continued)

Semester III (4 subjects)

- ◆ MBA301 Strategic Management
 - ◆ MBA302 International Business Management
 - ◆ MBA303 Summer Training
 - ◆ Project Report & Viva-voce
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Semester III - Marketing (Major Specialization) (6 subjects)

- ◆ MBA304 Consumer Behaviour
 - ◆ MBA305 Advertising Management
 - ◆ MBA306 Strategic Management
 - ◆ MBA307 International Marketing
 - ◆ MBA308 Sales & Distribution Management
 - ◆ MBA309 Planning & Managing Retail Business
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Semester IV (4 subjects)

- ◆ CP401 Entrepreneurship Development
 - ◆ CP402 Project Management
 - ◆ CP403 Dissertation and Viva-voce
 - ◆ Immersion Programme
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Semester IV - Marketing (Major Specialization) (3 subjects)

- ◆ F404 Advertising Management
- ◆ F405 International Marketing
- ◆ F405 Planning & Managing Retail Business

Fee Structure

Fee heads	Year 1	Year 2	Total
Exam Fee	₹ 1,000	₹ 1,000	₹ 2,000
Program Fee	₹ 30,000	₹ 30,000	₹ 60,000
Total	₹ 31,000	₹ 31,000	₹ 62,000