



Mizoram University

NAAC A+, UGC-Entitled, NIRF #82, IIRF National #25

MBA (Marketing)

Type

Pg Program

Mode

Online

Duration

2 Years

Total fees

₹ 54,050

MBA (Marketing)

Highlights

- ◆ Our MBA - Marketing Management program will help you take that important step for you to equip you with the necessary knowledge and exposure required to deal with digital-savvy customers in the 21 st century.
- ◆ Total 20 Subjects
- ◆ Get an MBA Degree from Mizoram University
- ◆ Career Counsellor
- ◆ Dedicated Student Mentor
- ◆ Designed for Working Professionals

Eligibility Criteria

Any Graduation or equivalent through (10 +2 + 3) from a recognized Board /University

Applicants with relevant work experience of minimum two years shall get relaxation in the eligibility conditions for all PG programs.

Curriculum Overview

Semester 1 (5 subjects)

- ◆ Business and Professional Skills
- ◆ Business Environment
- ◆ Managerial Economics
- ◆ Marketing and e-CRM
- ◆ Financial and Investment Analysis

Semester 2 (5 subjects)

- ◆ E-Banking and Financial Services
- ◆ Design and Communications
- ◆ Marketing Information System
- ◆ Business Management
- ◆ Market Research and Analytics

Semester 3 (5 subjects)

- ◆ Strategic Management
- ◆ Data Analytics
- ◆ Consumer Behavior
- ◆ Web Development and Design Tools
- ◆ Lead Generation and e-Marketing



Curriculum Overview (continued)

Semester 4 (5 subjects)

- ◆ Entrepreneurship in Age
- ◆ Business Ethics and Corporate Governance
- ◆ Media Laws and Compliance
- ◆ Project Work
- ◆ Seminar and Viva Voce

Fee Structure

Fee heads	Year 1	Year 2	Total
Registration Fees	₹ 210	—	₹ 210
Exam Fee	₹ 2,500	₹ 2,500	₹ 5,000
Course Fee	₹ 24,420	₹ 24,420	₹ 48,840
Total	₹ 27,130	₹ 26,920	₹ 54,050