



Chennai Business School
Learning for the real world

MARKETING & COMMUNICATION MANAGEMENT

The MARCOM program offers a comprehensive curriculum consisting of MBA-level courses, customised immersions and real-world experiences. All facets of Marketing - Advertising and Promotion, Sales & Distribution, Consumer Behaviour, New Product Development, Social Media and more will be covered.

- An opportunity to study business and get specific insights into marketing
- A grounding in key business areas followed by marketing modules
- Benefit from professors with years of experience in marketing
- Gaining of practical skills through innovative pedagogical approaches & capstone projects
- An immersive experience in a multicultural environment where technology blends with teaching

The course curriculum has broadly been divided into two modules:

Module I

The core courses cover different business functions like marketing, finance, accounts, operations, supply chain, decision-making and analysis, cost management, people management and strategy.

Module II

The specialization courses covered include:

- Customer Relationship Management
- Consumer Behaviour
- Brand Management
- Rural Marketing
- Retail Management
- Media Planning
- B2B Marketing and Key Account Management
- Sales and Distribution Management
- Direct Marketing
- Digital Marketing
- SMAC (Social, Mobility, Analytics, Cloud)
- E-Commerce
- Services Marketing
- Project Management
- Business Planning