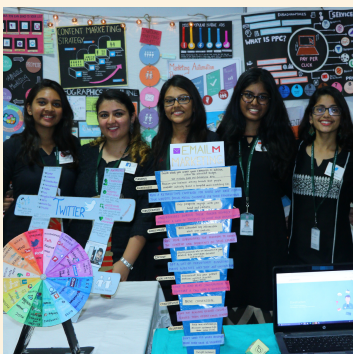
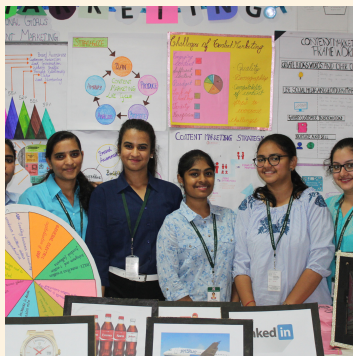




M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
(AFFILIATED TO UNIVERSITY OF MADRAS AND RE-ACCREDITED AT "A++" GRADE BY NAAC)
CHENNAI- 600034

DEPARTMENT OF COMMERCE B.COM (MARKETING MANAGEMENT)

Under Graduate Programme in Commerce with
specialization in Marketing Management



PROGRAMME OVERVIEW

The Undergraduate Programme B.Com (Marketing Management) established in 2005 offers a comprehensive marketing programme that trains students to apply cutting-edge marketing techniques and transferable skills that is required in the age of digital transformations. The programme provides a holistic orientation of emerging marketing trends with the practical skills required to analyse consumer data, create marketing campaigns, develop digital / social media content and make successful marketing decisions. It equips students to be innovative, technically competent and think critically through experiential and student-centric teaching approaches.

THE MARKETING MATRIX

Programme Focus on Key Dimensional Areas of Marketing	Product Development	Lead Generation	Consumer Insights	Digital Transformations
Programme USP	Cutting Edge Curriculum	Student Centric Learning Methods & Innovative Pedagogy	Student Enrichment Strategies	Student Activities
Marketing Graduate Attributes & Competencies	Disciplinary Knowledge Competency	Systems Thinking Competency	Strategic Competency	Creative Competency
	Critical Thinking Competency	Anticipatory Competency	Communication Competency	Integrated Problem-Solving Competency
	Collaborative Competency		Normative Competency	



PROGRAMME HIGHLIGHTS

WHY MARKETING MANAGEMENT AT MOPVCW



The Marketing Management Programme is structured around the critical challenges that impact the changing global, political, economic and socio-cultural systems in the marketing environment. The programme recognizes the value of real-world experience, provides its students practical exposure and strongly encourages them to undertake Mini Projects and Internships.

All Marketing students learn to drive industry initiatives that develop customer satisfaction and retention, contribute to company profits and build connections with suppliers, distributors and the community. Students gain hands-on experience by identifying problems, developing plans and implementing effective marketing programs.

The program equips students to integrate legal and ethical norms in everyday management of a business firm in order to be socially sensitive marketing professionals and engage their responsibilities in creating a sustainable future for all.

CUTTING EDGE CURRICULUM

The Marketing Management Curriculum has been designed in consultation with industry leaders and eminent academicians to ensure that students gain industry-specific skills to emerge as highly skilled and employable graduates.

PROGRAMME OUTCOMES, PROGRAMME SPECIFIC OUTCOMES & COURSE OUTCOMES

Refer the following link in the college website -

<https://mopvc.edu.in/pos-psos-cos/>

ELIGIBILITY CRITERIA

Standard XII Students from the Commerce stream with Commerce/ Business Studies / Accountancy / with or without Mathematics can apply for the programme.

The program is offered in Shift II



COURSE COVERAGE

FIRST YEAR

FIRST SEMESTER

COURSE COMPONENT	COURSES
Foundation	Language I
Foundation	General English I
Core I	Financial Accounting
Core II	Principles of Management
Choice Based Allied I	Business Statistics using R Quantitative Finance Corporate Governance & Social Responsibility

SECOND SEMESTER

COURSE COMPONENT	COURSES
Foundation	Language II
Foundation	Business English
Core III	Advanced Financial Accounting
Core IV	Marketing Management
Choice Based Allied II	Innovation Management Managerial Economics Principles of Insurance
Non Major Elective	Entertainment Management I & II

SECOND YEAR

THIRD SEMESTER

COURSE COMPONENT	COURSES
Core V	Corporate Accounting
Core VI	Advertising and Brand Management
Core VII	Legal Systems of Business
Allied III	Entrepreneurship Development and Small Business Management
Choice Based Elective I	Data Management & Analysis Using Spread Sheets Sports Marketing HR Analytics Legal Advocacy

FOURTH SEMESTER

COURSE COMPONENT	COURSES
Core VIII	Retail Marketing
Core IX	Rural Marketing
Core X	Consumer Behaviour
Allied IV	Sales & Distribution Management
Elective II	Inter Disciplinary Elective Tourism Management

THIRD YEAR

FIFTH SEMESTER

COURSE COMPONENT	COURSES
Core XI	Elements of Cost Accounting
Core XII	Basics of Marketing Analytics
Core XIII	Integrated Marketing Communication
Core XIV	Services Marketing
Elective III	Digital Marketing

SIXTH SEMESTER

COURSE COMPONENT	COURSES
Core XV	Elements of Management Accounting
Core XVI	International Marketing
Core XVII	Business Taxation
Core XVIII	Capstone Project

STUDENT CENTRIC LEARNING METHODS & INNOVATIVE PEDAGOGY

The programme adopts participative and experiential learning techniques to ensure that students learn real-world applications and develop adequate competencies to solve business problems with innovative marketing techniques.



STUDENT ENRICHMENT STRATEGIES

The Programme focuses on enhancing the employability, entrepreneurship and skill development quotient of its students by offering various enrichment programs throughout the year.

CAPACITY BUILDING PROGRAMS

The programme offers Capacity Building Programs to train students in various domain-specific skills required for marketing graduates like problem-solving, critical thinking and decision-making.

CAREER ENRICHMENT PROGRAMS

Career Enrichment Programs are organised for students to decide their career paths and make the right career choice.

ENGAGE - LECTURE, WORKSHOP AND BREAKOUT SESSIONS

A series of guest lectures, workshops and breakout sessions are conducted under the banner of Engage. Industry experts and marketing professionals interact with students and provide them with industry instances and insights about real-time marketing issues.

DIGITAL MARKETING BOOT CAMPS

Digital Marketing Boot Camps are organised to offer students with hands-on training, industry experience through unique real-world projects and case analysis to hone their digital marketing skills.

BUSINESS SUMMITS AND CONCLAVES

Every year the Department of Commerce hosts an International Summit on themes and trends that are transforming the business arena. Industry stalwarts, global leaders and renowned industry professionals gather at the summit to interact and share their expertise with the students and academicians.

INTERNATIONAL INTERNSHIPS & SEMESTER ABROAD PROGRAMS

The college has given students the experience of global work culture and higher education by entering into agreements with Universities abroad. The students of Marketing Management have attended Summer Schools at renowned Universities in the U.K., USA and Canada to undertake Short-term Summer School Internships and courses on Business Management, Digital Marketing, International Business and Entrepreneurship. Students are also given the opportunity for a Semester Abroad Program in reputed Universities abroad.

COMMUNITY OUTREACH & RURAL IMMERSION PROGRAMS

In its quest to create socially sensitive graduates the department has adopted Koonimedu Village in Marakkanam Taluk at Villupuram District for its Community Outreach Program and Skill Development camp. Students impart life skills and conduct social awareness campaigns for the school children and women of the village. A MOU for conducting extension activities has also been signed with Wasted360 Solutions.

STUDENT ACTIVITIES

KOTLERZ KLAN - THE MARKETING STUDENT CLUB

Named after the Marketing Guru - Philip Kotler, Kotlerz Klan is the student club that hosts the annual Intra - Mural and Inter - Departmental activities to serve as a healthy platform for intellectual interaction among students. Every year Kotlerz Klan is inaugurated under a distinctive marketing theme.

PUBLICITÉ - THE ANNUAL STUDENT JOURNAL

Publicité, the annual student journal is scripted and edited by the students. The annual journal is released with an interesting marketing theme that highlights the imperativeness of marketing. The themes of the various Publicité editions over the years include - Marketing across ages, Web Advertising, Entertainment Marketing, Global Marketing, Branding, The future of Marketing, Invisible Marketing, Delight Marketing, Artificial Intelligence Marketing, Human Centric Marketing, Moment Marketing and Gamification Marketing.

THE MARKET PLACE - BUSINESS ON CAMPUS INITIATIVE

The Business On Campus initiative - The Market Place, is a flagship event conducted by the students of Marketing Management as part of their practice school. Students display their entrepreneurial skills at this one-day event and set up a mock market place to promote and sell their products. Every year students choose a theme for the mock market place set up.

EMPORIA - STUDENT EXHIBITIONS

Students organise and manage a series of exciting and creative physical and virtual exhibitions to share their work publicly and to make a presentation about their domain-specific creative work. Annually four exhibitions are organised by the students - Marketing Express, Ice Breaker, Retail Spaces and Pathbreakers.

TRADE ZONE - INTERNATIONAL TRADE CONFERENCE

Trade Zone is a Mock MUN organised by the students to discuss International Trade problems such as World Unemployment, Poverty, Resource Mobilisation, Sustainable living practices and many more.

THE MARKETING CAREER PATH

Search Engine
2000
Referring Site
1000

THE MARKETING CAREER PATH

The Marketing Management Degree prepares students to take up offbeat and diverse job roles across industries.

- Advertising and Promotions Manager
- Brand Manager
- Content Strategist
- Copywriter
- Chief Marketing Officer
- Data Analyst
- Digital Marketing Analyst
- Digital Marketing Specialist

- Digital Media Director
- Digital Optimization Analyst
- Director of Digital Marketing
- Director of Internet Marketing
- Director of Web Analytics
- E-Commerce Manager
- Entrepreneur
- Event Manager

- Market Research Analyst
- Marketing Specialist
- Marketing Manager
- Media Planner
- New Media Manager
- Paid Search Specialist
- Product Manager
- Production Manager

- Promotions Coordinator
- Public Relations Manager
- Public Relations Specialist
- Search Engine Optimization Specialist
- Social Media Manager
- Social Media Coordinator
- Web Content Manager
- Web Marketing Manager

TOP RECRUITERS





Dr. Nisha U

**M.Com., MBA., Ph.D., (UGC - NET)
Associate Professor & Head
Department of Commerce
B.Com (Marketing Management)**

Dr. Nisha U, Associate Professor & Head of the Department, teaches core courses in the Marketing domain. Her area of expertise include, Marketing Research, Consumer Behavior, Advertising, Integrated Marketing Communications, Retail Marketing and Sports Marketing. She has served as resource person at IIT – Madras, Stella Maris College and The Institute of Cost & Works Accountants of India. She is also the Guest Editor for NET Journal of Business Management, Journal of Critical Reviews and International Journal of Emerging Markets.

Dr. Nisha U is a subject matter expert and member of the Board Of Studies for Marketing in prominent institutions in Chennai. Dr. Nisha U has been the Organising Secretary and Creative Head of various National and International Summits organised by the Department of Commerce. She is also the Core Committee member of the IQAC and MIS committees that spearheads quality initiatives across the institution. She currently is the International Relations Officer of the Institution. In June 2019, Dr. Nisha U, led a 14 member student delegation to a one month Summer School Course on Digital Marketing and International Business at the Manning School of Business, University of Massachusetts, Lowell, USA. In 2023 she led a 20 member student delegation to James Cook University, Singapore for a course on Sustainable Business. Having joined the institution in the year 2009, she is a recipient of 12 Service Awards, for rendering service to the institution beyond the call of duty.

A consistent academic topper, Dr. Nisha U secured the First rank and Gold Medal in her M.Com Degree Program. She earned a Ph.D. in Marketing from the University of Madras and also holds a Masters Degree in Business Administration from Annamalai University. She is recognized as a Research Guide by the University of Madras in the Department of Commerce of M.O.P. Vaishnav College for Women.



Ms. Nisha M
M.Com., M.Phil., (TN - SET)
Assistant Professor
Department of Commerce
B.Com (Marketing Management)

Ms. Nisha M commenced her working career at M.O.P. Vaishnav College for Women (Autonomous) in the year 2012. Her area of expertise include, Retail Marketing, Rural Marketing, Services Marketing, Entrepreneurship Development, Sales and Distribution Management and Tourism Management.

Ms. Nisha M was awarded the 'Best Teacher' award by M.M. International in the year 2014. She secured a first class in B.Com and M.Com from University of Madras. She also secured a first class in M.Phil. She is currently pursuing her Ph.D in Commerce at the University of Madras. Ms.Nisha M has presented and published papers in referred journals both in International and National forums. She currently serves as the faculty coordinator of the M.O.P. Incubation Centre.



Dr. Kamatchi Preethi V

M.Com, M.Sc, MBA, M.Phil, Ph.D

Assistant Professor

Department of Commerce

B.Com (Marketing Management)

Dr. Kamatchi Preethi V, Assistant professor in the Department of Commerce specializes in core courses in marketing that include Digital Marketing, Marketing Research, Consumer Behaviour, Management Accounting and Business Law. She is currently a member of the Research Advisory Committee of the college. She has presented and published research papers in International and National conferences, forums and peer-referred journals. She is a reviewer for the Journal of Eastern European and Central Asian Research (JEECAR), International Journal of Emerging Markets and WSEAS Transactions on Business and Economics.

Dr. Kamatchi Preethi V has earned her Ph.D in Marketing from Vellore Institute of Technology, Vellore. She has certifications from the University of Illinois for Digital Marketing.



Ms. Afia M
M.Com
Assistant Professor
Department of Commerce
B.Com (Marketing Management)

Ms Afia M, Assistant Professor in the Department of Commerce specializes in Financial Accounting, Cost Accounting, Management Accounting, Indirect Taxation and Mercantile Law. She has been profoundly active with regard to the various portfolios assigned to her. Apart from being committed to the academics, she has been a part of Community Outreach Programs during her service in the cause of education, wherein Higher Secondary school children were given free coaching classes before facing their board exams.

With a penchant for undertaking research projects, she has been engaged in the process of presenting her papers in multiple conferences and forums. She has also won Best Paper Award in International Conferences

STAR ALUMNI

- ★ Mitali Chordia, Vice President Marketing at Olympia Group India
- ★ Sruthakeerthi Mohan Ram, Vice President Marketing at Garuda Aerospace Private Limited
- ★ Monikha Thangamani, Associate Director Marketing at SysCloud
- ★ Keshsa Vasant, Digital Marketing Analyst at Chubb and Founder of Ikksha, New Jersey
- ★ Archana Gopalakrishnan, Manager at Royal Bank of Canada, Toronto
- ★ Uthpalakshi Vummidi, Sales Manager at Statista, Germany
- ★ Bhavana Sundaraj, Digital Marketing Manager at Google
- ★ Nandhitha Hariharan, Digital Projects Manager at L'Oréal
- ★ Akhila Hari, Managing Partner at Epsilon Academy
- ★ Sakshi Bothra, Founder of Phonenett
- ★ Rushali Jhaver, Co- founder of Relijion
- ★ Mridula Arjun, Marketing and External Communications Manager at Tiger Analytics
- ★ Supraja Ashok, Senior Social Media Specialist at Social Beat
- ★ Swetha Kannan, Brand and Marketing Coordinator at Kissflow
- ★ Shalini Thaker, Social Media Marketing Specialist at TAG
- ★ Samyuktha Saravanan, Analyst at Goldman Sachs

INNOVATE – TRANSFORM – LEAD

CONTACT

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