



M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

(AFFILIATED TO UNIVERSITY OF MADRAS AND RE-ACCREDITED AT "A++" GRADE BY NAAC)
CHENNAI- 600034, TAMIL NADU, INDIA

B.COM MARKETING MANAGEMENT

3 year Under Graduate Programme in Commerce with specialization in Marketing Management

Your Path to a Thriving Marketing Career Starts Here



Courses Imparting Industry Relevant Skills

Marketing Management
Principles of Management
Entrepreneurship Development
Retail Marketing
Digital Marketing
Basics of Marketing Analytics
International Marketing
Sales & Distribution Management
Advertising & Brand Management
Rural Marketing
Business Taxation
Legal Systems of Business
Entertainment Management
Tourism Management
Innovation Management
Sports Marketing
And Accountancy Courses.....

Nurturing Entrepreneurship & Leadership

International Immersion Programs

Internship & Placement Opportunities

Expert Faculty & Practical Learning

MoUs with Top Marketing Organisations

Student Enrichment Strategies

KOTLERZ KLAN - Student Club

ENGAGE - Lecture & Workshop Series

PINNACLE - Capacity Building programs

TRADE ZONE - Student Round Table Conference

AD PRO - Advertising Masterclass Series

Digital Marketing Boot Camps

Business Conclaves & Summits



Innovative Teaching Pedagogy

Capstone
Projects

Marketing
Live Labs

Industry
Case
Analysis

Ad
Campaign
Planning &
Designing

Moot
Court

Field
&
Mall Visits

Flipped
Classroom
activities

Work
Integrated
Learning
activities



What next after UG in Marketing Management...

Postgraduate Degrees (Master's Level)

- M.B.A. (Master of Business Administration)
- M.Com (Master of Commerce)
- M.A. in Advertising / Marketing Communication
- MS in Digital Marketing / International Marketing / Business Analytics

Professional & Certification Courses

- Chartered Institute of Marketing (CIM) Certification
- Diploma in Brand Management / Retail Management / Logistics & Supply Chain Management



Your Marketing Career Path begins here

- Advertising and Promotions
- Public Relations
- Brand Management
- Content Creation
- Digital Marketing
- Marketing Research
- Product Management
- e-Commerce
- Social Media Management
- Marketing & Data Analytics
- Media Planning
- Event Management & Much more...

Our Alumni are pursuing their masters in top Institutes across the globe



Our Top Recruiters



Eligibility Criteria to apply

Standard XII Students from the Commerce stream with Commerce/ Business studies, Accountancy with or without Mathematics



B.Com (Marketing Management) Awaits You!