



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



**Elevate Your Future with B.Com (Marketing Management)
at M.O.P. Vaishnav College for Women!**



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

Programme Genesis

B.Com (Marketing Management) – Shaping Future Marketing Leaders

Established in 2005, the B.Com (Marketing Management) programme at M.O.P. Vaishnav College for Women offers a comprehensive and industry-relevant curriculum designed to equip students with cutting-edge marketing strategies and essential business skills in the era of digital transformation.

This dynamic programme provides a holistic understanding of emerging marketing trends, blending theoretical insights with hands-on experience. Students gain practical expertise in consumer data analysis, marketing campaign development, and digital/social media content creation, enabling them to make strategic and data-driven marketing decisions. Through an experiential and student-centric teaching approach, the program fosters critical thinking, technical proficiency, and innovation, preparing graduates to thrive in diverse marketing roles. With a strong emphasis on real-world applications and industry integration, this programme shapes future-ready professionals who can navigate the evolving marketing landscape with confidence.

Why Choose B.Com (Marketing Management) at M.O.P. Vaishnav?

- ✓ **Industry - Focused Curriculum** – Courses imparting industry relevant skills
- ✓ **Nurturing Entrepreneurship & Leadership** – Nurture your skills to become a marketing innovator and business leader.
- ✓ **Internship & Placement Opportunities** – Opportunities in advertising, sales, brand management, and corporate marketing.
- ✓ **Practical Learning** – Gain real-world experience through innovative teaching pedagogy
- ✓ **Expert Faculty** – Interactive teaching – learning process by expert faculty, industry practitioners & marketing professionals.

Programme Focus on Key Dimensional Areas of Marketing

**Product
Development**

**Lead
Generation**

**Consumer
Insights**

**Digital
Transformations**



Marketing Minds Shape Business Success – Be One of Them !

Course Coverage



● ● Core Courses

- Financial Accounting
- Advanced Financial Accounting
- Corporate Accounting
- Elements of Cost Accounting
- Elements of Management Accounting
- Marketing Management
- Principles of Management
- Retail Marketing
- Digital Marketing
- Basics of Marketing Analytics
- International Marketing
- Advertising & Brand Management
- Rural Marketing
- Business Taxation
- Legal Systems of Business

● ● Foundation Courses

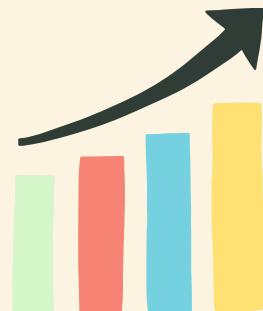
- Language I & II
Tamil
Hindi
Sanskrit
French
- General English
- Business English

● ● Electives & Allied Courses

- Sales & Distribution Management
- Entrepreneurship Development
- Business Statistics using R
- Quantitative Finance
- Corporate Governance & Social Responsibility
- Innovation Management
- Managerial Economics
- Principles of Insurance
- Entertainment Management
- Tourism Management
- Innovation Management
- Sports Marketing
- Data Management & Analysis Using Spread Sheets
- HR Analytics
- Legal Advocacy

● ● Practical Courses

- Accounting Software -
Tally Prime
- Capstone Project



***Courses are subject to change as per recommendations of the Board Of Studies**

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.

Capstone
Projects

Marketing Live
Labs

Industry Case
Analysis

Ad
Campaign
Planning &
Designing

Moot Court

Field
&
Mall Visits

Flipped
Classroom
activities

Work Integrated
Learning
activities

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 activities to serve as a healthy platform for intellectual interaction among students.

PUBLICITÉ - THE ANNUAL STUDENT JOURNAL

Publicité, is the annual thematic student journal that is scripted and edited by the students.

THE MARKET PLACE - BUSINESS ON CAMPUS INITIATIVE

The Business On Campus initiative - The Market Place is a one day mock market where students display their entrepreneurial skills to promote and sell their products.

EMPORIA - PARTICIPATIVE & EXPERIENTIAL LEARNING ACTIVITIES

Students organise and manage a series of exciting and intellectual participative and experiential activities under the banner of Emporia that range from - Exhibitions, B-Plan Competitions, Student Round Table Conferences, focus group discussions and many more.

TRADE ZONE -GST COUNCIL

Trade Zone is a mock GST Council where students discuss the implications of the GST system.



Bridging Theory & Practice - Your Gateway to a Marketing Career

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.

PINNACLE - CAPACITY BUILDING PROGRAMS

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

ENGAGE - LECTURE, WORKSHOP AND BREAKOUT SESSIONS

Industry experts and marketing professionals interact with students and provide them with insights about real-time marketing issues through guest lectures, workshops and breakout sessions.

DIGITAL MARKETING & ADVERTISING BOOT CAMPS

Hands-on training is provided in creating digital marketing campaigns and developing ad copies through unique real-world projects and case analysis.

BUSINESS SUMMITS AND CONCLAVES

Annual thematic Summits and Conclaves on emerging business trends are organised where industry stalwarts, global leaders and renowned industry professionals gather to interact and share their expertise with the students.

INTERNATIONAL INTERNSHIPS & IMMERSION PROGRAMS

The students of Marketing Management have attended Summer Schools at renowned Universities in the U.K., USA, Australia, Singapore, Dubai and Malaysia to undertake Short-term Summer Internships and Immersion Programs.

COMMUNITY OUTREACH & RURAL IMMERSION PROGRAMS

In its quest to create socially sensitive graduates the programme undertakes several extension and community outreach activities for social causes. A MOU for conducting extension activities has also been signed with Wasted360 Solutions.



From Classroom to Boardroom – Excel as a Marketing Graduate

MOU's with Top Marketing organizations for Academic and Research Collaborations



What next after UG in Marketing Management...

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

Postgraduate Degrees (Master's Level)

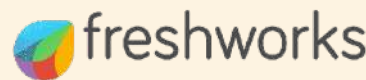
- M.B.A. (Master of Business Administration)
- M.Com (Master of Commerce)
- M.A. in Advertising / Marketing Communication
- MS in Digital Marketing / International Marketing / Business Analytics
- Professional & Certification Courses
- Chartered Institute of Marketing (CIM) Certification
- Diploma in Brand Management / Retail Management / Logistics & Supply Chain Management



Your Marketing Career Path begins here

Our Top Recruiters

- 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...



Your Passport to a Thriving Marketing Career Starts Here!

Faculty Profile



Dr. Nisha U

M.Com., MBA., Ph.D.,
(UGC - NET)
Associate Professor &
Head

Dr. Nisha U is the Dean of Research and Consultancy and International Relations Officer at M.O.P. Vaishnav College for Women, Chennai. With 16+ years of experience, she is also the Associate Professor & Head of B.Com (Marketing Management). A M.Com Gold Medalist and Ph.D. holder from the University of Madras, she mentors Ph.D. scholars and has received prestigious awards, including the Global Education Champions Award (2024). She drives international collaborations, curriculum innovation, and industry-focused learning. A certified expert in AI in Marketing and Digital Strategy, she continues to bridge academia and industry, shaping the future of marketing education.

Ms. Nisha M is a dedicated educator and researcher specializing in Retail Marketing, Rural Marketing, Services Marketing, and Entrepreneurship Development. With 13 years of experience, she has been a faculty member at M.O.P. Vaishnav College for Women since 2012. As the Yukti Coordinator at the Incubation and Innovation Center, she mentors aspiring innovators and fosters entrepreneurship. Her contributions earned her the Catalyst - Entrepreneurship Award and the Best Teacher Award (2014). A first-class graduate in B.Com, M.Com, and M.Phil, she is currently pursuing a Ph.D. in Commerce at the University of Madras, driving excellence in education.



Ms. Nisha M

M.Com., M.Phil.,
(TN - SET)
Assistant Professor



Ms. Afia M

M.Com.,
(UGC - NET)
Assistant Professor

Ms. Afia M, specializes in Financial Accounting, Cost Accounting, Management Accounting, Indirect Taxation and Mercantile Law. 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

Ms.S.Sukirthana, is a dedicated Assistant Professor who focuses on mediating the students to grow, explore, and contribute in the field of commerce. The areas of interest modulating her are accounting, human resource management, performance matrix, and marketing. The quest for research took an additional step and she is waiting for her PhD viva voce. She has participated and presented paper in various conference. Her keen interest in research focuses on the dynamics of society and contributing valuable insights.



Ms. Sukirthana S

M.Com.,
(UGC-NET & TN - SET)
Assistant Professor

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

The Department of Commerce
B.Com (Marketing Management)

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B.Com (Marketing Management) Awaits You!