



FOUNDATION For Your Future



**Bachelor of
Business Administration (BBA)**
with an Elective in Marketing



3 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

For any business to make a profit, marketing is the essential channel to reach that end goal. Marketing provides and communicates value to customers, clients, suppliers and other stakeholders. It is a critical function for the commercial and reputational success of an organization. Any company big or small, product or service-oriented the marketing team plays a vital role.

Marketing is one of the most popular career choices with opportunities that are vast and varied. It is an exciting, challenging, and rewarding discipline set against a dynamic backdrop. BBA with an elective in marketing is a highly specialized degree that's great for anyone who wants to start their career in this fast-paced discipline. The BBA marketing online degree program will cover the core marketing theory that is applicable in a real practical industry business setting.

The students will learn about marketing tools needed by an organization to compete in a dynamic marketplace like planning, directing, implementing, and monitoring an organization's marketing efforts transforming them into efficient leaders.

Elective Highlights

- + Focus on a range of marketing and business management theories and practices
- + Learning, about advanced topics like Integrated MarComm, Social Media Marketing, Marketing Analytics, etc.
- + Achieve proficiency with a blend of marketing and management courses
- + Industry designed curriculum that delivers technical excellence and supplements professional skills
- + A host of skill enhancement and ability enhancement courses in addition to core courses
- + Analyze problems and propose actions in real-world situations as part of the project work

+ Eligibility

Pass in the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB / ICSE recognized by the State or Central Government. Candidates who are due to appear in the (10+2) examination are also eligible to apply.

+ Duration

3 Years (6 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 27,500	₹ 55,000	₹ 1,65,000	\$550	\$1,100	\$3,300	₹ 2,500	\$150	₹ 3,000	\$50

+ Admission Process

- + Visit our website <https://onlinejain.com>
- + Enquire now
- + Talk to our counsellors for more details
- + Apply for the right program
- + Provisional confirmation of admission
- + Document verification
- + Pay tuition/program fee
- + Confirmation of admission
- + Lms activation & issue of digital identity card
- + Start your pre-semester program
- + Commencement of live online sessions

Syllabus

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
English	Marketing Management	Managerial Economics	Macroeconomics	Brand Management	Operations Management
Business Management	Organization Behavior and HRM	Consumer Behavior	Financial Markets and Instruments	Retail Marketing	Strategic Management
Accounting for Business	Cost and Management Accounting	Sales Management	Services Marketing	Digital Marketing and E-Commerce	International Marketing
Modern Business Environment	Corporate Finance	Technology for Business	Advertising and Sales Promotion	Research Methodology	Information Systems for Business
Business Regulatory Framework	Introduction to Business Analytics	Environmental Science	Entrepreneurship	Personal and Managerial Effectiveness	Ethics and Values
Quantitative Techniques for Management	Communicative English				Research Project**

How #ItAllAddsUp to a successful career!



UGC Entitled Online Degree Programs



Collaborations with Global Professional Bodies



A Wide Range of Cross-functional and Open Elective Courses



Learning Hours and Credits at Par with On-Campus Programs



Global Faculties



Learn Anytime, Anywhere and on Any Device



Diversity - Learners from 43 + Countries



Innovative Learning Methodology



Access to 20,000 + LinkedIn Learning Courses



Additional Live Sessions Imparting 25 Key Skills for Success



Personalized Support Through Dedicated Program Managers



High Quality Global Standard Education with Flexible Fee Payments



Career Advancement Services



2000+ Global Hiring Corporates



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