



MBA (General) Specialisation
Marketing Management

Who Are We?

Conceived in 2003, UPES (University of Petroleum and Energy Studies) is amongst the best-known universities in India and the first in Asia to offer domain-focused programs in International Business, Energy, HSE, Project Management, Logistics, IT, and others. We have undisputed leadership in these domain areas and are a preferred destination for recruiting talent for leading corporates.

UPES CCE (University of Petroleum and Energy Studies Centre for Continuing Education) offers management and engineering programs through distance executive education to working professionals and young graduates. We are proud to be known for our relentless pursuit of academic excellence and have an inspiring global community of world-class academics, influential alumni, and prestigious employers.

Our vision is to develop and represent the growing talent pool of over 12,000 global professionals across industries by helping you rise on the pathway to illustrious success.

Why UPES CCE?



Ranked 39 in Management
Category by NIRF
University Ranking 2022



UGC Entitled
Programs



Awarded QS 5 Stars for
Academic Development



Participate in Global
Discussion Forums and
Benefit From Dedicated
Student Mentorship



Rated 5 Stars for
Employability, Facilities
& Program Strength

12000+

Successful
Career Transitions

About the Program

The MBA (General) specialisation Marketing at UPES CCE equips the learners with a strong understanding of human and market behaviour to overcome critical disconnects with the end consumer. You learn to build sound strategies to improve the way a business interacts with the world.

The holistic structure of the curriculum focuses on equipping you with core business skills and taking on critical thinking and analytical skills to generate a significant impact in the industry. You will gain an in-depth understanding of emerging areas like Marketing Analytics, Consumer Buying Behavior, Brand Management, Integrated Marketing Communication, Social & Digital Marketing, Sales & Channel Management, Advertising and Sales Promotion.

Key Highlights of the Programme



Interactive Live Sessions: Learn directly from industry experts and global faculty through engaging live sessions.



Dedicated Academic Advisor: Receive personalised guidance and support for your academic and career journey.



Facilitated Group Interactions: Participate in supervised discussion forums to collaborate and interact with peers.



Career Essential Programmes: Avail employability assistance and career-enhancing trainings in partnership with LinkedIn Learning, free of cost.

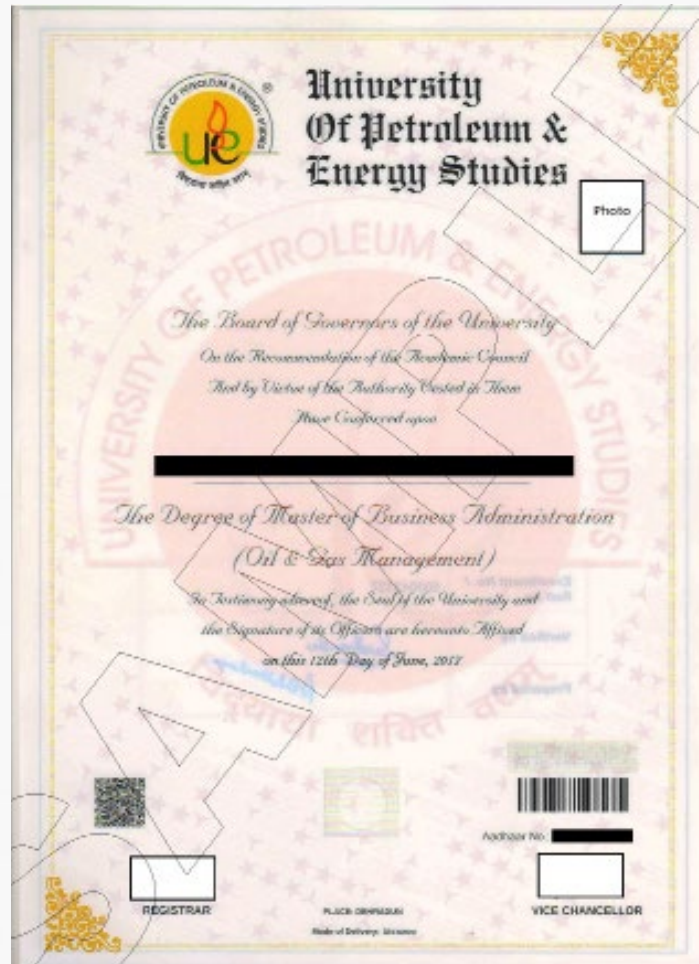


Robust Learning Management System: Learn from updated study materials, online library, and a user-friendly learning platform.



Real-World Application: Acquire practical skills through engaging projects and case studies for real-life impact.

Certification



UPES is entitled by UGC to offer online degrees that are recognized in India as well as abroad.

Who is this Program for?



Young Engineers and Project Managers who want to upskill for Marketing roles.



Freshers and early professionals looking forward to pursuing their careers in Marketing.



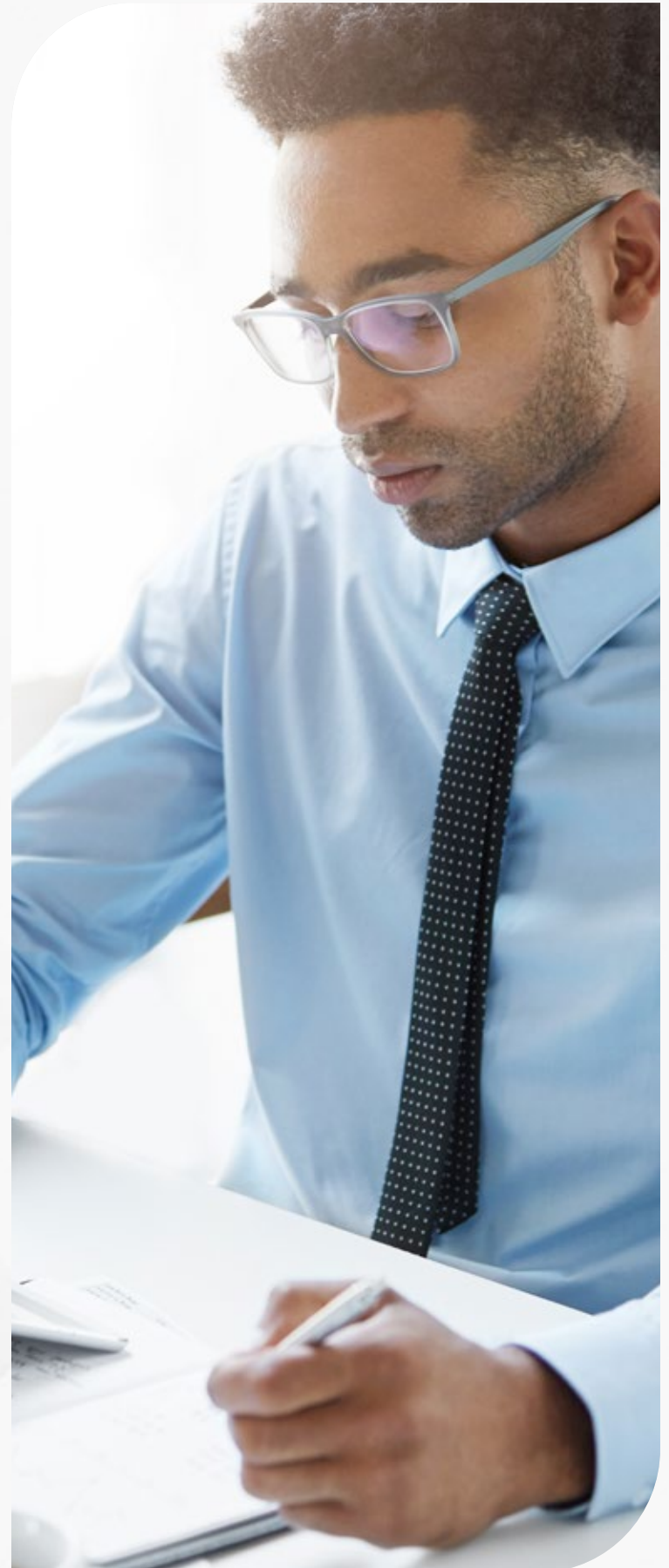
Senior Managers who want to shift or make a career in Marketing Management across industries.

Eligibility

Graduation with minimum 50% marks for freshers OR 45% marks for those with 2 years of experience.

OR

Higher National Diploma of 4 years duration or Min Level 5. Freshers must have minimum 50% marks and those with 2+ years of experience must have minimum 45% marks.



Go from Learner to a Futuristic Leader

Weekend Live Sessions

Our faculties deliver first-class teaching that's relevant to your professional goals through live weekend classes and sessions.

Discussion Forums

Tailored to the on-campus experience, we host discussion forums to help our distance students brainstorm new ideas with depth.

Doubt Clearing Sessions

Regular mentoring sessions are held for doubt clearing purposes to bring clarity with respect to industry trends.

Interactive Assignments

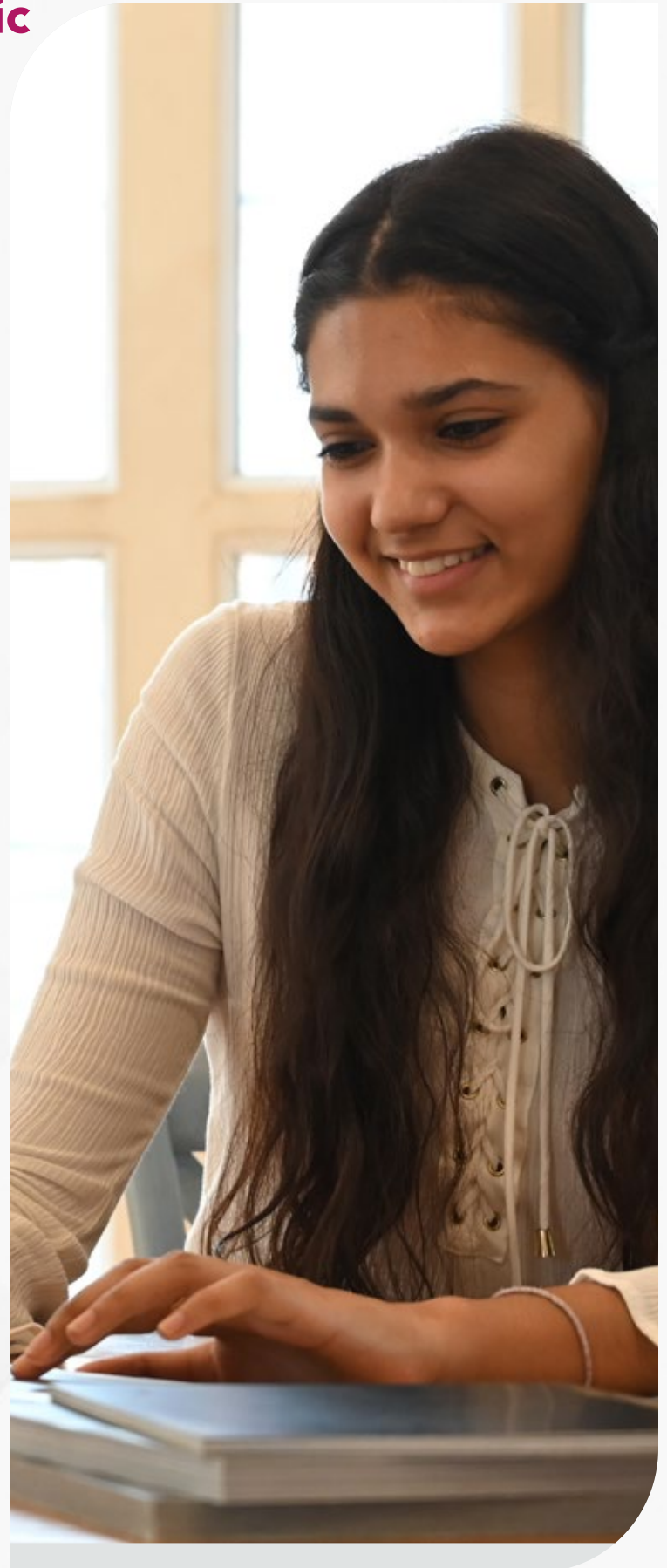
Periodic assignments are shared by the university for all the subjects which are required to be submitted by the students at the end of each semester.

Webinars

To enhance your employability, interactive webinars are conducted where guest experts and in-house academicians cover in-trend industry topics.

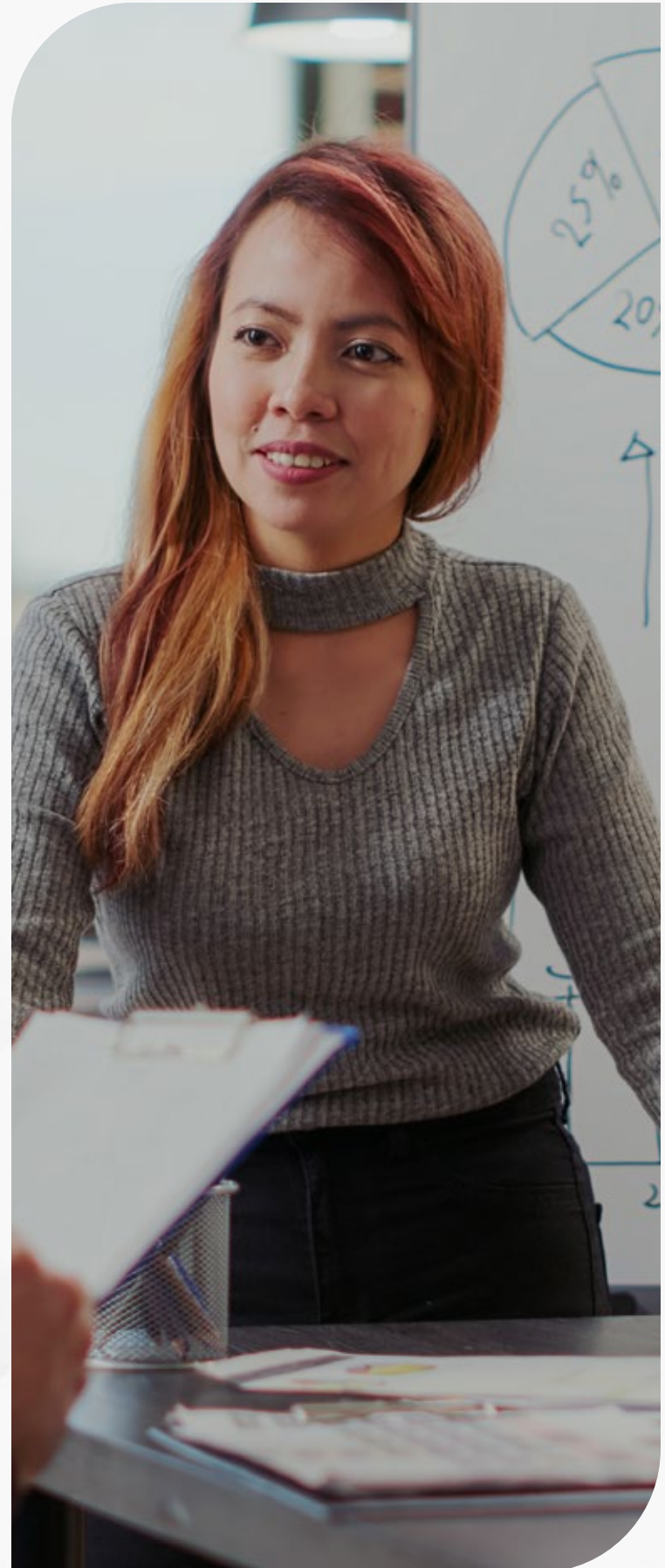
Pioneering AI-Enabled Education

Our AI-integrated curriculum sets new standards as the first Institution in India to embed AI into every program module.



Learning Outcomes

- Apply key marketing theories, frameworks, and tools to solve Marketing problems
- Utilise information from a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies
- Exercise critical judgement through engagement and reaction with existing marketing literature and new developments in the marketing environment
- Critically evaluate the marketing function and the role it plays in achieving organisational success both in a commercial and non-commercial context.
- Develop the ability to implement Sales Planning, Market research and Brand Building Techniques.

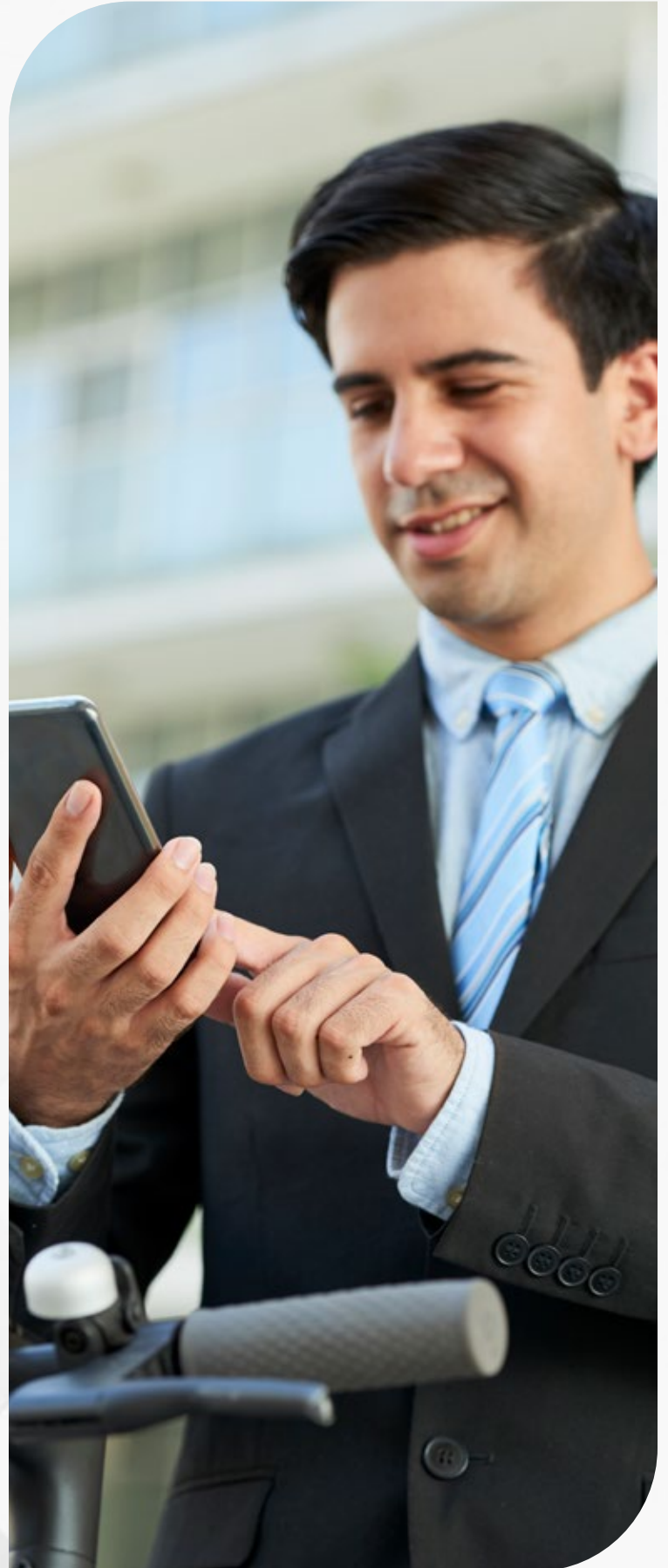


Key Skills You'll Learn

- Communication skills
- Consumer-behavior Psychology
- Data Analysis
- Attention to detail
- Leadership skills
- Problem-solving skills

Career Prospects

- Marketing Manager
- Marketing Research Analyst
- Advertising or Promotions Manager
- Social Media Manager
- Sales Manager
- Public Relations Specialist



Hiring Companies



Hindustan Unilever Limited



ITC Limited

Amul

Parlé Agro



Godrej | CONSUMER PRODUCTS



Curriculum

Semester 1

**01**

Economics & Management Decisions

**02**

Financial Management

**03**

Marketing Management

**04**

Quantitative Techniques for Management Applications

**05**

Operations & Material Management

Semester 2

**01**

Human Resource Management

**02**

Customer Relationship Management

**03**

Project Management & Contract Administration

**04**

Strategic Management of Technology & Innovation

**05**

Research Methodology

Semester 3

**01**

Consumer Buying Behavior in Digital World

**02**

Online Sales and Channel Management

**03**

Digital Brand Management

**04**

Marketing Analytics

**05**

Services marketing

Semester 4

**01**

Business Policy & Strategy

**02**

Data Visualization

**03**

Advertising and Sales Promotion

**04**

Social and Digital Media Marketing

**05**

Dissertation

Program Fees



Partner with Finance Peer for

- Low-Cost EMI Options
- No Processing Fees
- No Hidden Costs Education to Elevate Your Career

Program fees

Indian Students: Rs. 1,50,000
(per semester Rs. 37,500)



FAQs

Question- Are the online degree programs offered by UPES University approved by UGC?

Answer- Yes, this course has been strictly designed as per UGC guidelines. UGC has entitled UPES to offer online degrees. If you complete any of our online degree courses, you will receive the same degree as students who study on our campus.

Question- Will this degree be valid/ recognized outside India?

Answer- Yes, UPES University is entitled by UGC to offer online degrees that are recognized in India as well as abroad. Our alumni have pursued further studies post-completion of their online education at UPES CCE.

Question- Do you offer any employability assistance?

Answer- We teach our learners the most updated curriculum and required skills to make them job-ready. The content is created by industry and academic experts, who painstakingly review the content at least twice a year.

The majority of our students are already employed. And those who are not get mentored by the academic team through multiple engagement activities. The employability-related queries asked by the students are individually addressed.

Question- Can I pursue an online MBA and PGP program together?

Answer- Yes, you can pursue a short-term PGP or Certification course along with your MBA degree program.

Question- Why should I choose your online program?

Answer- Learning at UPES not only makes you job-ready but also helps you in climbing your career ladder.

Key Features You'll Love Discovering About UPES CCE

- Ranked among the top 100 Universities in India by NIRF, 2022.
- First Indian university to be awarded QS 5 Stars for Academic Development and also rated 5 Stars for Employability, Facilities and Program Strength.
- Most updated curriculum to make you industry ready.
- Masterclasses are provided by top industry leaders.
- Portfolio building with real-world industry projects.
- Interactive Learning Content
- Case Study-based pedagogy.
- Dedicated Student support team to solve your queries.

Question- How to apply for the program?

Start your application process today by visiting <https://admission.cce.upes.ac.in/apply>. If you need any assistance, our dedicated admissions team is here to help. Give us a call on our toll-free number: 1800 103 1495.

