

4th Year - 1st Semester

EAS405	Production Management	4			3													
EAS403	Marketing Research	3			5													
EAS402	Human Resource Management	2	3		1													
Technical Elective																		
Technical Elective																		

4th Year - 2nd Semester

MRK412	Digital Marketing	3	2	5														
MAN407	Strategic Management	3	2															
Technical Elective																		
Technical Elective																		
Technical Elective																		

Technical (Field-Related) Elective Courses

MRK404	Services Marketing	2			5													
MRK421	Sales Management	3	2		5													
MRK405	Business Marketing	3			5													
MRK410	Marketing Theory and Thought	3	3		5													
MRK406	Hospitality Marketing	2			5													
MAN416	Total Quality Management	2		3	4													
MRK407	Marketing in Non-Profit Seeking Organisations	2	3		5													
MRK408	Public Relations	2	3		5													
MRK417	Distribution Channels and Structure Management	2	3		5													
MRK418	Merchandising	2	3		5													
MRK420	Advertising Strategies and Management	2	3		5													
MAN401	International Business	2	3		4	1												

* 1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest