



LPU Online

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CATEGORY 1

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MBA &
MCA

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Times
Higher
Education

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Recognised

Online MBA Master of Business Administration (Marketing)

Career Ka Turning Point



Other Specializations Offered:

Human Resource Management, Finance, Operations Management, Business Analytics, Digital Marketing, Data Science, Information Technology, International Business, Hospital & Healthcare Management, Logistics & Supply Chain Management, Banking & Financial Services

(Dual Specialization is also available)

ABOUT ONLINE MBA (MARKETING)

Online MBA in Marketing is a robust and integrated program that seamlessly merges the fundamentals of business administration with the latest marketing strategies and techniques. The program empowers students to develop a deep understanding of marketing principles to excel in the evolving business landscape.

PROGRAM USP_s

Contemporary Curriculum

Develop advanced marketing skills and expertise through an industry-driven curriculum designed to prepare you for success in the dynamic world of business.

In Demand Skills

Learn in-demand marketing skills related to Consumer Behaviour, Digital & Social Media Marketing, Customer Relationship Management and many more.

Proficiency in Industry Tools & Software

Get a competitive edge by mastering tools and software's like Google Analytics, Email Marketing, SMM, SEO, Marketing Automation, Graphic Design & Multimedia and many more!

DURATION

2 Years (4 Semesters)

Maximum 4 Years

FEE & ELIGIBILITY

Eligibility Criteria:

Bachelor's degree (any discipline) or equivalent OR Completed Company Secretary (CS) from Institute of Company Secretaries of India (ICSI) OR Completed Chartered Accountancy (CA) from Institute of Chartered Accountants of India (ICAI) or Completed Cost & Management Accountancy (CMA) from Institute of Cost Accountants of India (ICAI)

Eligibility, admission criteria or any other condition mentioned here in or otherwise for admission to any program is subject to change as prescribed by the university.

LPU Online Mode Fee	Program Fee (per semester)	Examination Fee (per semester)
For Indian & International Applicants from Sri Lanka, Bhutan, Nepal and Bangladesh	₹ 48,000	₹ 2,000
For Other International Applicants (except the countries mentioned above)	US\$ 1550	US\$ 100

Please refer to our website www.lpuonline.com to get information about fee benefits related to Lumpsum Fee payment & Student Grant. The above fee is exclusive of the Initial Registration Fee of ₹600/- (non-refundable) for Indian Applicants and International Applicants from Sri Lanka, Bhutan, Nepal & Bangladesh and US\$ 10 for other International Applicants.

PROGRAM SCHEME

FIRST SEMESTER	SECOND SEMESTER	THIRD SEMESTER	FOURTH SEMESTER
FINANCIAL REPORTING STATEMENTS AND ANALYSIS	CORPORATE FINANCE	CONSUMER BEHAVIOUR	SALES AND DISTRIBUTION MANAGEMENT
MANAGERIAL ECONOMICS	OPERATIONS MANAGEMENT & RESEARCH	DIGITAL AND SOCIAL MEDIA MARKETING	INTEGRATED MARKETING COMMUNICTAION
INTERNATIONAL BUSINESS ENVIRONMENT	BUSINESS ANALYTICS	CUSTOMER RELATIONSHIP MANAGEMENT	SERVICES MARKETING
MARKETING MANAGEMENT	RESEARCH METHODOLOGY	CORPORATE STRATEGY AND ENTREPRENEURSHIP	GENERIC ELECTIVE - II
ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE DYNAMICS	LEGAL ASPECTS OF BUSINESS	GENERIC ELECTIVE - I	CAPSTONE PROJECT
	COMMUNICATION FOR LEADERS	SEMINAR ON SUMMER TRAINING / GENERIC ELECTIVE*	

* SEMINAR ON SUMMER TRAINING OR COURSE FROM THE GE BASKET 1 WHICH IS NOT CHOSEN AS GENERIC ELECTIVE (GE).

NOTE: LPU ONLINE OFFERS BOTH SINGLE AND DUAL SPECIALIZATION OPTIONS IN MBA.

FOR COMPLETE DETAILS, PLEASE REFER PROGRAM GUIDE AVAILABLE ON WEBSITE (WWW.LPUONLINE.COM).

ALL LPU ONLINE PROGRAMS ARE OFFERED IN ENGLISH MEDIUM ONLY, EXCEPT FOR A FEW HINDI CORE/ ELECTIVE COURSES IN BA PROGRAM.

WHY SHOULD YOU **CHOOSE LPU ONLINE ?**



**LIVE Lectures
On Weekends**



**Application Oriented &
Analytical Assessments**



**Robust Placement
Support**



**400+ Hours Of
Recorded Content**



**Master Classes By
Industry Experts**



**Specially Tailored
Professional Enhancement
Program**



**Interaction With
Faculty Through Chat**



**Technology Proctored
Online Examination**



**Anytime Access To
University Resources**



**Industry Oriented
Curriculum Designed
By Experts**



**Provision To Draw Your
Own Datesheet**



**Interaction With Peers
Through Discussion
Forum**

CONTACT US

Call us:

01824 520001(For admission-related queries)

01824 520500 (For newly enrolled as well as existing students for queries related to LMS, Classes, Exams, etc.)

For admission related enquiry:

admissions@lpuonline.com

Visit our website

www.lpuonline.com