

# IGNOU MBA Marketing Management Syllabus PDF

Course Code	Course Name	Credits
<b>Semester III</b>		
MMPC-015	Research Methodology for Management Decisions	4
MMPC-016	International Business Management	4
MMPM-001	Consumer Behavior	4
MMPM-002	Sales Management	4
MMPM-003	Product & Brand Management	4
MMPM-005	Marketing of Services	4
MMPP-001	Project Report	8