

# IGNOU MBA Marketing Management Syllabus PDF

Semester IV		
MMPC-017	Advanced Strategic Management	4
MMPM-009	Retail Management	4
MMPM-008	Rural Marketing	4
MMPM-007	Integrated Marketing Communication	4
MMPM-006	Marketing Research	4
MMPC-018	Entrepreneurship	4
MMPC-020	Business Ethics and CSR	4
MMPM-004	International Marketing	4