

UNIVERSITY OF PUNE
MASTERS OF MARKETING MANAGEMENT (MMM)
 (Two year full time semesterized Postgraduate Masters Program)

Equivalence of Courses

Course Structure - MMM (Old Pattern)					Course Structure (MMM I- 2008 - 09) (MMM II - 2009-10)				
Semester I					Semester I				
Unit Course No.	Unit Course Name	External	Internal	Total Marks	Unit Course No.	Unit Course Name	External	Internal	Total Marks
101	Principles & Practices of Management	70	30	100	101	Principles & Practices of Management	70	30	100
102	Principles of Marketing	70	30	100	102	Principles of Marketing	70	30	100
103	Fundamentals of Management Accounting	70	30	100	103	Fundamentals of Management Accountin	70	30	100
104	Managerial Economics	70	30	100	104	Managerial Economics	70	30	100
105	Research Methodology	70	30	100	105	Research Methodology	70	30	100
106	Consumer Behaviour	70	30	100	106	Consumer Behaviour	70	30	100
**107	Business Communication		50	50	**107	Business Communication		50	50
**108	Fundamentals of Information Technology		50	50	**108	Fundamentals of Information Technology		50	50
Semester II					Semester II				
201	Services Marketing	70	30	100	201	Services Marketing	70	30	100
202	Retail Marketing	70	30	100	202	Retail Marketing	70	30	100
203	Sales Management & Personal Selling	70	30	100	203	Sales Management & Personal Selling	70	30	100
204	Distribution Management & Logistics	70	30	100	204	Distribution Management & Logistics	70	30	100
205	Market Research	70	30	100	205	Market Research	70	30	100
206	Relationship Marketing	70	30	100	206	Relationship Marketing	70	30	100
**207	Indian Economic Environment		50	50	**207	Indian Economic Environment		50	50
**208	Field Work + SPSS		50	50	**208	Field Work + SPSS		50	50

G. Khedkar
 Dr. E. B. Khedkar
 Dr. D. K. Sinha
 S. B. Barlow
 (Dr. S. R. Dantane)

Approved in the
 meeting held on 3/2/11
 Ashu
 3/2/11

MMM - II

Semester III

Unit Course No.	Unit Course Name	External	Internal	Total Marks
301	International Marketing	70	30	100
302	Marketing and Laws	70	30	100
303	Financial Services Marketing	70	30	100
304	Marketing Communication	70	30	100
305	Retail Operations Management	70	30	100
306	Project Work	70	30	100
**307	Foreign Language		50	50
**308	Virtual Marketing		50	50

MMM - II

Semester III

Unit Course No.	Unit Course Name	External	Internal	Total Marks
301	International Marketing	70	30	100
302	Laws related to Marketing	70	30	100
303	Financial Services Marketing	70	30	100
304	Marketing Communication	70	30	100
305	Retail Operations Management	70	30	100
306	Project Work	70	30	100
**307	Foreign Language		50	50
**308	Virtual Marketing		50	50

Semester IV

401	Brand Management	70	30	100
402	Strategic Marketing	70	30	100
403	Export Documentation & Forex Management	70	30	100
404	Direct Marketing	70	30	100
405	Industrial Marketing	70	30	100
406	Rural & Agricultural Marketing	70	30	100
**407	Entrepreneurship Development & Project Management		50	50
**408	Foreign Language		50	50

Semester IV

401	Brand Management	70	30	100
402	Strategic Marketing	70	30	100
403	Export Documentation & Forex Management	70	30	100
404	Direct Marketing	70	30	100
405	Industrial Marketing	70	30	100
406	Rural & Agricultural Marketing	70	30	100
**407	Entrepreneurship Development & Project Management		50	50
**408	Foreign Language		50	50

** - Internal Courses

Dr. E. B. Khedkar

Dr. D. K. Singh

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