

## Course Plan

### Master of Business Administration (MBA)

Effective from the Academic Session 2019 - 2020

Year	Course No.	Course Title
MBA Program 1 <sup>st</sup> Semester	MKT-511	Advanced Marketing Management
	MKT-512	Marketing Analytics
	MKT-513	Non-Profit & Social Marketing
	MKT-514	Business Marketing
	MKT-515	Strategic Marketing
MBA Program 2 <sup>nd</sup> Semester	MKT-521	Advanced Marketing Research
	MKT-522	Relationship Marketing
	MKT-523	Digital Marketing
	MKT-524	Marketing Thoughts
	MKT-525	Strategic Management

NB : At MBA level 10 courses will be offered out of 14 courses

#### Optional Courses :

1. MKT-526: Public Relations and Publicity
2. MKT-527: Micromarketing
3. MKT-528: Change Management
4. MKT-529: Bangladesh Economics