**Master of Marketing Management (MMM)**

Master of Marketing (MMM) program is designed to give candidates an in-depth knowledge of marketing from both an academic and practitioner's perspective, enabling them to address marketing challenges in critical and creative ways. The programme is planned to help those from general business or management-related disciplines develop into innovative marketing professionals who can drive strategic decisions in the creation of successful products and services. It also aims to produce graduates with advanced knowledge and skills in marketing who can manage organizations whilst at the same time are concerned with social responsibility and professional ethics. The MMM programme allows the candidates to develop not only problem solving and critical thinking skills but also communication skill that can help the candidates advance in their careers in different fields of organization. Graduates can achieve the solid understanding of all marketing topics, practices, principles, models and theories. Moreover, they can have the advanced knowledge of marketing strategies, including how to apply and adapt them across a wide range of markets. Graduates can have the ability to think strategically and critically and possessing good presentation skills, including ability to persuade and to negotiate with people in every organization.

**Objectives of Programme**

1. To select the candidates from various fields and train them in marketing management, creative thinking skills, and problem-solving skills and techniques required for marketers today.
2. To nurture the candidates to be qualified for meaningful positions in private, public, or non-profit organizations, and equipped with the skills to advance their careers in the future.
3. To transform/promote the candidates to be an engaged and inclusive team-players through the developing network, and communication skills and fostering collaboration.
4. To solve issues related to marketing through research and be able to communicate effectively
5. To produce graduates who can apply knowledge in managing organizations from marketing aspects and
6. To practice the values of professional ethics and social responsibility in a career and appreciate continuous learning.

**Admission Requirement**

Applicants seeking admission to the MMM programme have to fulfill the following requirements:

* The applicant must have a bachelor degree from any recognized university
* The applicant must have at least 2 years of work experience in the marketing field
* The admitted applicant must be able to attend classes to complete the full-time course
* Admission to the MMM programme is through an admission test and selection interview. The selection procedure is to select highly-motivated people who are not only willing but also able to go through a rigorous two-year full-time programme.

|  |  |
| --- | --- |
| **Admission Schedule**   * Applications Period * Entrance Training * Admission Examination * List of Candidates for Interview * Interview Schedule & Interview Period | Jan 20, 2022 - Feb 24, 2022  Feb 16, 2022 -Feb 25, 2022 (online)  Feb 27, 2022 (online)  March 2, 2022  Will be announced |

**Document Submitted to Program:**

* Application for Admission Examination
* Admission Form
* Letter of Recommendation from Academic
* Letter of Recommendation from Work
* Three current (passport size) photographs

**Design of MMM Program**

Second Year

First Year

First Quarter

3 Courses of 3 Credit Units each

(9 Credit Units)

First Quarter

3 Courses of 3 Credit Units each

(9 Credit Units)

+

+

Second Quarter

3 Courses of 3 Credit Units each

(9 Credit Units)

Second Quarter

3 Courses of 3 Credit Units each

(9 Credit Units)

+

+

Third & Fourth Quarter

Thesis Paper + Defense

(18 Credit Units)

Third Quarter

3 Courses of 3 Credit Units each

(9 Credit Units)

+

Fourth Quarter

3 Courses of 3 Credit Units each

(9 Credit Units)

Second Year = 36 Credit Units

First Year = 36 Credit Units

Total Credits Units = Course Work 54 Credits Units + Thesis 18 Credit Units

= 72 Credit Units

**Curriculum for Master of Marketing Management (MMM)**

First Year (Core Courses)

First Quarter

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sr.  No. | Module No. | Name of Course | Credit Unit | Lecture hours per week |
| 1 | MMM-111 | Principles of Management | 3 | 4(×12 = 48) |
| 2 | MMM-112 | Principles of Marketing | 3 | 4(×12 = 48) |
| 3 | MMM-113 | Managerial Economics | 3 | 4(×12 = 48) |
| Total | | | 9 | 12(×12 = 144) |

Second Quarter

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sr.  No. | Module No. | Name of Course | Credit Unit | Lecture hours per week |
| 1 | MMM-121 | Managing People | 3 | 4(×12 = 48) |
| 2 | MMM-122 | Accounting and Finance for Marketers | 3 | 4(×12 = 48) |
| 3 | MMM-123 | Strategic Marketing | 3 | 4(×12 = 48) |
| Total | | | 9 | 12(×12 = 144) |

Third Quarter

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sr.  No. | Module No. | Name of Course | Credit Unit | Lecture hours per week |
| 1 | MMM-131 | Sales Management | 3 | 4(×12 = 48) |
| 2 | MMM-132 | Marketing Communication | 3 | 4(×12 = 48) |
| 3 | MMM-133 | Retail Management | 3 | 4(×12 = 48) |
| Total | | | 9 | 12(×12 = 144) |

Fourth Quarter

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sr.  No. | Module No. | Name of Course | Credit Unit | Lecture hours per week |
| 1 | MMM-141 | Customer Relationship Management | 3 | 4(×12 = 48) |
| 2 | MMM-142 | Service Marketing | 3 | 4(×12 = 48) |
| 3 | MMM-143 | Consumer Behavior | 3 | 4(×12 = 48) |
| Total | | | 9 | 12(×12 = 144) |

Second Year (Elective Courses)

First Quarter

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sr. No | Module No | Name of Module | | Credit Unit | Hours per week |
| 1 | MMM-211 | Brand Management | Only Any Three Subjects  will be taught | 3 | 4 |
| 2 | MMM-212 | Advertising and Promotion Management | 3 | 4 |
| 3 | MMM-213 | Pricing Policy and Strategy | 3 | 4 |
| 4 | MMM-214 | Product Strategy |  |  |
| 5 | MMM-215 | Ethics Marketing |  |  |
| Total | | |  | 9 | 12 |

Second Quarter

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Sr. No | Module No | Name of Module | | | Credit Unit | Hours per week |
| 1 | MMM-221 | Marketing Research | Only Any Three Subjects  will be taught | | 3 | 4 |
| 2 | MMM-222 | Logistics and Distribution Management | 3 | 4 |
| 3 | MMM-223 | International Marketing | 3 | 4 |
| 4 | MMM-224 | Innovation and Entrepreneurship |  |  |
| 5 | MMM-225 | Digital and Social Media Marketing |  |  |
| Total | | | |  | 9 | 12 |

Third & Fourth Quarter

|  |  |  |
| --- | --- | --- |
| Module No. | Name of Course | Credit Unit |
|  | Thesis | 18 |
| Total | | 18 |

**Logical Skill**

*Read the following passage and answer Questions 1–4.*

The older we get, the less sleep we should desire. This is because our advanced knowledge and capabilities are most enjoyable when used; therefore, “mindless” sleep becomes a waste of time.

1. Which of the following distinctions is NOT expressed or implied by the author?

A. between sleep and wakefulness

B. between youth and maturity

C. between productivity and waste

D. between a desire and a requirement

E. between more sleep and less sleep

1. The author of this statement assumes that

A. less sleep is not desirable.

B. sleep advances knowledge and capabilities.

C. mindlessness coincides with wakefulness.

D. knowledge and capabilities naturally improve with age.

E. sleep is only for the young.

1. This author’s statement might be strengthened if he or she pointed out that

A. advanced knowledge is often manifested in creative dreams

B. the mind is quite active during sleep.

C. few empirical studies have concluded that sleep is an intellectual stimulant.

D. advanced capabilities are not necessarily mind-associated.

E. dreams teach us how to use waking experiences more intelligently.

1. The author’s statement might be weakened by pointing out that

A. eight hours of sleep is a cultural, not a physical, requirement.

B. the most capable people rarely sleep.

C. rest is a positive contribution to knowledge and capability.

D. young children enjoy themselves less than knowledgeable adults.

E. people rarely waste time during their waking hours.

**Numerical Skill**

**Answer all questions.**

1. 0.05 × 0.25 =

(A) 0.012 (D) 0.0125

(B) 0.00125 (E) 1.25

(C) 0.005

2. If 8 – 2x = 0, then 6 – x =

(A) 6 (D) 5

(B) 4 (E) 0

(C) 2

3. Thwe Thwe spent one-fourths of her money on mobile phone and half of the remaining

money on clothing. She then spent one-third of what she had left on entertainment. She

had $30 left over. How much money did she start with?

(A) $120 (D) $150

(B) $90 (E) $100

(C) $200

4. A survey in a town shows that 40% of population is between 20 and 50 years old and 20% of this group is man and it is equal to 800. What is the total amount of population?

(A) 8,000 (D) 5,000

(B) 4,000 (E) 10,000

(C) 6,000

5. Three out of every 8 students are selected to attend training in Japan. Out of 744 students,

how many students are selected?

(A) 279 (D) 169

(B) 249 (E) 156

(C) 93

**English**

1. **Read the following passage and choose the answer (A, B, C, D) which is the most accurate according to the information given in the passage. You need to write down only letter A or B or C or D. (10 marks)**

Our home stood behind railroad tracks. Its skimpy yard was paved with black cinders. The only touch of green we could see was far away, beyond the tracks over where the white folks lived. But cinders were fine weapons. All you had to do was crouch behind the brick pillars of a house with your hands full of gritty ammunition. And the first woolly black head you saw from behind another row of pillars was your target. It was fun.

One day the gang to which I belonged found itself engaged in war with the white boys who lived beyond the tracks. As usual we laid down our cinder barrage thinking this would wipe the white boys out. But they replied with a steady bombardment of broken bottles. We retreated. During the retreat a broken milk bottle caught me behind the ear, opening a deep gash. The sight of blood pouring over my face completely demoralized our ranks. My fellow combatants left me standing paralysed in the centre of the yard and scurried for their houses. A kind neighbor saw me and rushed me to a doctor.

1. The locality where the author lived was
2. behind a brick quarry
3. near a coal mine
4. far away from where the whites lived
5. close to where the whites lived Ans: 1. \_\_\_\_\_
6. The author used the cinders for
7. harassing the white boys
8. cooking his food
9. building houses
10. laying them on the railroads Ans: 2.\_\_\_\_\_
11. The weapons used by the whites in the gang fight were
12. as effective as the author’s
13. less effective than the author’s
14. more dangerous than the author’s
15. as harmful as the author’s Ans: 3.\_\_\_\_\_\_
16. The author was hit by a broken bottle
17. as soon as the fight began
18. during a full in the fight
19. after the fight was over
20. when the author’s gang was withdrawing Ans: 4.\_\_\_\_\_\_\_
21. At the sight of the author’s bloody wound, his friends
22. were terrified
23. were filled with shame
24. grew very angry
25. felt depressed and defeated Ans: 5.\_\_\_\_\_\_\_