UPES ONLINE
UNIVERSITY OF TOMORROW

upesonline.ac.in



MBA (General) with Specialisation in

Marketing Management

A BETTER TOMORROW BEGINS TODAY

ADMISSIONS OPEN



ABOUT UPES ONLINE

UPES Online, the digital learning vertical of UPES, is aimed at empowering professionals looking to advance in their careers, students aspiring to upskill, and individuals striving to achieve personal goals. It offers a range of flexible, industry-relevant programs designed to equip learners with the skills needed to thrive in today's dynamic job market. UPES Online offers MBA, MCA, BBA, and BCA degrees, all enhanced with industry masterclasses and immersive experiences, maintaining the same level of academic rigour as traditional in-person programs. Additionally, the platform provides intensive 10-month Postgraduate Certification Programs (PGCP) in fields such as Oil and Gas, Renewable Energy, and Industrial Safety, with the integration of advanced technologies like AI, Data Science, and Cloud Computing into the curriculum.

UPES Online is an extension of UPES, a UGC-entitled, multidisciplinary, not-for-profit, research-driven university, committed to academic excellence, exemplary student outcomes, and social impact. As the 'University of Tomorrow', it pioneers transformative education, shaping learners into changemakers. With seven schools, including Computer Science, Engineering, Health Sciences and Technology, Design, Business, Law, Liberal Studies and Media, UPES provides industry-ready education to over 16,000+ students at its campuses in Dehradun.

As per the National Institutional Ranking Framework (NIRF) 2024, UPES has been ranked 45, with a rank of 43 in engineering and a rank of 36 in management. In addition to this, the university has been ranked the No.1 private university in academic reputation in India by the QS World University Rankings 2025 and is among the top 2% of universities in the world. UPES has also been accredited by NAAC with a grade 'A' and has received 5 stars on Employability (placements), by globally acclaimed QS Ratings. The university has had 100% placements over the last five years. Forty-six (46) faculty members of UPES are among the world's top 2% researchers as per the Stanford University list.



WHY UPES ONLINE?

RANKED 45# IN INDIA
nirf
#University Category

NO.1^ PRIVATE UNIVERSITY IN ACADEMIC REPUTATION
QS WORLD UNIVERSITY RANKINGS
^QS World University Rankings 2025

NAAC A ACCREDITED
A NAAC

UGC Entitled

45% Average Salary Hike*
(As per Alumni survey)

800+
Recruiters

12,000+ Career
Transitions

Esteemed Faculty from **IITs, IIMs and Ivy League**

Exclusive
Leadership Courses

Access to 22,000+
Alumni Community

ABOUT THE PROGRAM

The MBA (General) with specialisation in Marketing equips the learners with a strong understanding of human and market behaviour to overcome critical disconnects with the end consumer. You learn to build sound strategies to improve the way a business interacts with the world.

The holistic structure of the curriculum focuses on equipping you with core business skills and taking on critical thinking and analytical skills to generate a significant impact in the industry. You will gain an in-depth understanding of emerging areas like Marketing Analytics, Consumer Buying Behaviour, Brand Management, Integrated Marketing Communication, Social & Digital Marketing, Sales and Channel Management, Advertising and Sales Promotion.

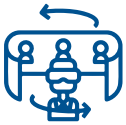
KEY HIGHLIGHTS OF THE PROGRAM



Interactive Live Sessions
Learn directly from industry experts and global faculty through engaging live sessions.



Dedicated Academic Advisor
Receive personalised guidance and support for your academic and career journey.



Facilitated Group Interactions
Participate in supervised discussion forums to collaborate and interact with peers.



Robust Learning Management System
Learn from updated study materials, online library, and a user-friendly learning platform.



Real-World Application
Acquire practical skills through engaging projects and case studies for real-life impact.

WHO IS THIS PROGRAM FOR?

Young Engineers and Project Managers who want to upskill for marketing roles.

Senior Managers who want to shift or make a career in Marketing Management across industries.

Freshers and early professionals looking forward to pursuing their careers in Marketing.

ELIGIBILITY

- Bachelor's degree or equivalent in any discipline from a recognised university/institution with minimum 50 percent aggregate marks.
- Candidates who have completed their graduation through online learning or open and distance learning Mode from any university/institution recognised by the UGC DEB (Distance Education Bureau) are also eligible to apply.

  OR
- Candidates who have completed professional qualifications viz. CA, CS or ICWA are eligible to apply.

  OR
- **Relaxation in Eligibility Criteria for Candidates with Work Experience**

  Candidates with minimum 2 years of work experience must have Bachelor's degree or equivalent in any discipline from a recognised university/institution with minimum 45 percent aggregate marks.



LEARNING **OUTCOMES**

- Critically draw from the body of knowledge to apply theory, concept, and technique to problem-solving in the functional domain.
- Solve complex problems and make decisions by establishing criteria, using appropriate decision tools.
- Conduct systematic research into issues either individually or collaboratively through research design, data collection, analysis, synthesis, and reporting.
- Use information and knowledge effectively by scanning and organising data, synthesising, and analysing it in order to abstract meaning and interpretation.
- Engage in effective two-way communication, exhibiting effective listening and verbal or graphic skills for transmission, reception, and diffusion of complex ideas and arguments, using a range of media, including ICT.
- Display critical self-awareness, self-reflection, and self-management skills; time and resource management aptitude; sensitivity to social and cultural diversity.
- Act and conduct oneself with self-initiative, responsibility, independence, and motivation, while exhibiting qualities of integrity, professionalism, ethics, and commitment.

PROGRAM **FEES**

Indian Students

₹1,75,000

International Students

$2,700

For FAQs - Visit upesonline.ac.in



CAREER **PROSPECTS**

- Marketing Manager
- Advertising or Promotions Manager
- Sales Manager
- Marketing Research Analyst
- Social Media Manager
- Public Relations Specialist

CURRICULUM

Semester 1

- Managerial Economics
- Accounting for Managers
- Marketing Management
- Quantitative Techniques for Managers
- Operations Management

Semester 2

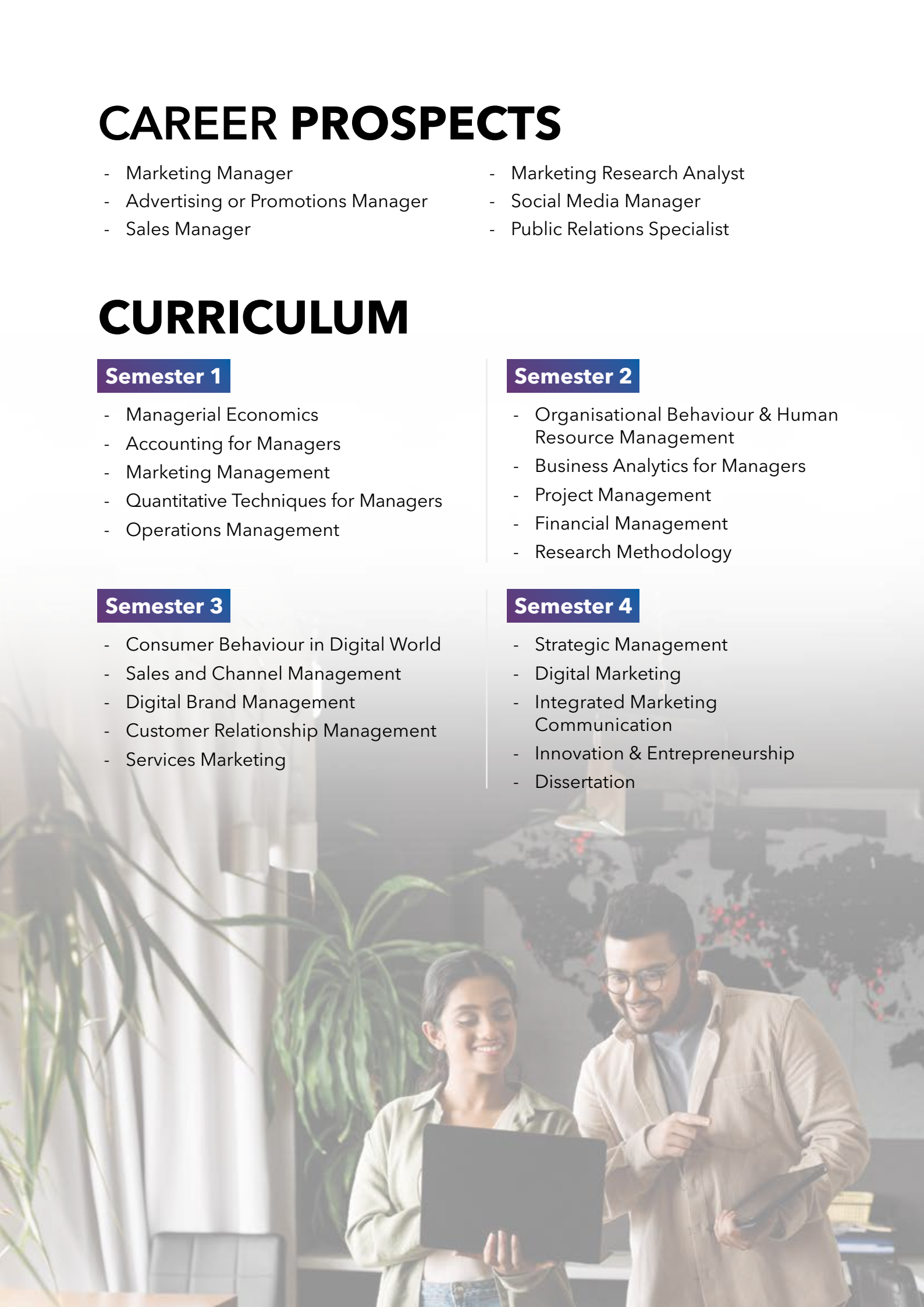
- Organisational Behaviour & Human Resource Management
- Business Analytics for Managers
- Project Management
- Financial Management
- Research Methodology

Semester 3

- Consumer Behaviour in Digital World
- Sales and Channel Management
- Digital Brand Management
- Customer Relationship Management
- Services Marketing

Semester 4

- Strategic Management
- Digital Marketing
- Integrated Marketing Communication
- Innovation & Entrepreneurship
- Dissertation



CAREER **SERVICES**

Our comprehensive career services guarantee your career preparedness and employability for the professional world.

- Career Orientation
- Mentorship by industry experts

RECRUITERS

Hindustan Unilever Limited | ITC Limited | Amul | Parle Agro

BRITANNIA | Dabur | Godrej Consumer Products Ltd.



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SCAN TO FOLLOW US ON in

1800-1031-495
enrollments.upesonline@upes.ac.in
www.upesonline.ac.in