



PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH, INDORE

DEEMED TO BE UNIVERSITY

An institution established in 1994, Thrice Accredited by NAAC with highest Grade, now A++
PG CAMPUS



PRESTIGE
IS ABOVE ALL



MBA

(MARKETING MANAGEMENT)

AICTE Approved **Industry-Focused** **Career-Driven**

Admission Open for Academic Year: 2026-27

Duration: Full Time 2 Years (4 Semesters)

Intake: 120 Students

PROGRAM OVERVIEW

The MBA (Marketing Management) is a two-year full-time postgraduate programme designed to develop strategic thinkers, analytical decision-makers, and marketing leaders equipped to thrive in today's dynamic and technology-driven business environment.

The programme integrates core management foundations with contemporary marketing practices, including:

- Digital Marketing
- Marketing Analytics
- AI-Driven Marketing Applications
- Data-Driven Decision Making

Structured in alignment with Outcome-Based Education (OBE) principles, the curriculum emphasizes:

- Strategic Thinking
- Customer Value Creation
- Digital Transformation
- Analytical & Leadership Competence

Graduates are prepared to excel across sectors such as:

FMCG | Banking & Insurance | Retail | Manufacturing | Services | E-Commerce | Quick Commerce | Consulting | Start-ups | Digital Marketing Firms

WHY CHOOSE MBA (MM) AT PIMR?

Industry-Aligned Curriculum

- Marketing Management
- Consumer Behaviour
- Sales & Distribution Management
- Services Marketing
- Retail Marketing
- Business-to-Business Marketing
- Product & Brand Management
- Customer Relationship Management
- Marketing Strategies
- Business Development Skills
- Digital Marketing
- Marketing Analytics
- AI in Marketing Decision-Making
- Advertising & Sales Promotion

Experiential Learning Approach

- Case-Based Discussions & Business Simulations
- Industry Expert Sessions & Corporate Workshops
- Structured Summer Internship Programme
- Capstone Project with Sales & Marketing Exposure
- Minor / Major Research Projects

Career-Oriented Programme Design

- Placement-focused skill enhancement
- Corporate mentorship & networking opportunities

- Sales & Marketing competency development
- Industry readiness training

Marketing Management + New-Age Technology Advantage

- Strong foundation in Marketing
- Hands-on training in AI-enabled marketing tools

- Advanced Digital Marketing & Analytics exposure
- Business Intelligence & Data Interpretation skills

PROGRAMME STRUCTURE & INDUSTRY CONNECT

SEMESTER - I

Management & Marketing Foundations

- Focus:** Core management principles & marketing fundamentals
- Outcome:** Development of managerial and analytical competencies

SEMESTER - II

Consumer & Market Insights

- Focus:** Consumer behaviour, marketing research, sales & distribution
- Outcome:** Understanding customer insights and market dynamics

SEMESTER - III

Advanced & Digital Marketing

- Focus:** Strategic marketing, digital marketing, retail marketing, marketing analytics
- Outcome:** Application of data-driven marketing strategies

SEMESTER - IV

Strategic Integration & Capstone

- Focus:** AI in marketing decisions, brand strategy, live project/internship
- Outcome:** Industry-ready marketing professionals

LEADING RECRUITERS

FMCG & Consumer Brands

- ITC Limited
- Tata Consumer Products
- Zydus Wellness
- Reckitt
- Amul
- Bajaj Consumer Care
- CavinKare
- Himalaya Wellness
- Asian Paints
- JSW Paints

Banking, Finance & Insurance:

- Federal Bank
- ICICI Lombard
- ICICI Prudential
- Bajaj Finance
- HDFC Life
- Piramal Finance
- IndusInd Bank
- AU Small Finance Bank
- Policybazaar

Technology & Consulting:

- TCS
- Avalara
- TaskUs
- Intellicus Tech.
- HDFC Life
- IndiaMART
- Accretion Aviation
- Qess Corp

Retail, E-Commerce & Digital:

- Nykaa
- Zomato
- Decathlon
- Avenue Supermarts (D-Mart)
- Reliance Brands
- 93.5 Red FM
- WOWIT Digital
- The Digi Grow

ELIGIBILITY

Kindly refer PIMR Indore Deemed to be University's Admission Policy.

CAREER OPPORTUNITIES

Graduates are prepared for roles such as:

- Marketing Manager
- Sales Manager
- Product Manager
- Digital Marketing Manager
- Brand Manager
- Marketing Analyst
- CRM Manager
- Business Development Manager
- Retail Manager
- Marketing Consultant



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ADMISSIONS OPEN APPLY NOW

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