

## **B.A. MARKETING**

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### **Semester 1 :**

Principles of Marketing

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### **Semester 2 :**

Consumer behaviour

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### **Semester 3 :**

Advertising and Sales Promotion

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### **Semester 4 :**

Logistics and Supply Chain Management

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### **Semester 5 :**

1. Research Methodology
  2. Legal Aspects of Marketing
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### **Semester 6 :**

1. Digital Marketing
2. International Marketing