

ELIGIBILITY & SELECTION CRITERIA

PROGRAM	ELIGIBILITY	SELECTION CRITERIA
BBA	candidates must have a minimum of 60% marks in both Class X and Class XII. Students from both science and non-science backgrounds can apply.	Evaluation is based on their aptitude, past academic performance, and a Personal Interview (PI)



22 CRORES CSR SCHOLARSHIPS
FOR MERITORIOUS STUDENTS

SCAN TO APPLY



CALL : 18008896555
WEBSITE : spsu.ac.in
CAMPUS: Sir Padampat Singhanian University
Bhatewar, Udaipur, Rajasthan - 313601
CITY OFFICE
UDAIPUR: Ground Floor, Lake City Mall, University Road,
Ashok Nagar, Udaipur

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An initiative of
JKCement



Sir Padampat Singhanian University

Faculty of Management

BBA (Hons.)

Marketing Management
in collaboration with JKCement

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ABOUT BBA(MARKETING MANAGEMENT)

The BBA program in Marketing Management, delivered in collaboration with JK Cements Ltd., is designed to offer students a cutting-edge education that combines core business concepts with practical insights from the construction and manufacturing sector. By blending academic excellence with real-world applications, this program equips future leaders with the skills and expertise to thrive in today's fast-paced marketing landscape.

PROGRAM FOCUS



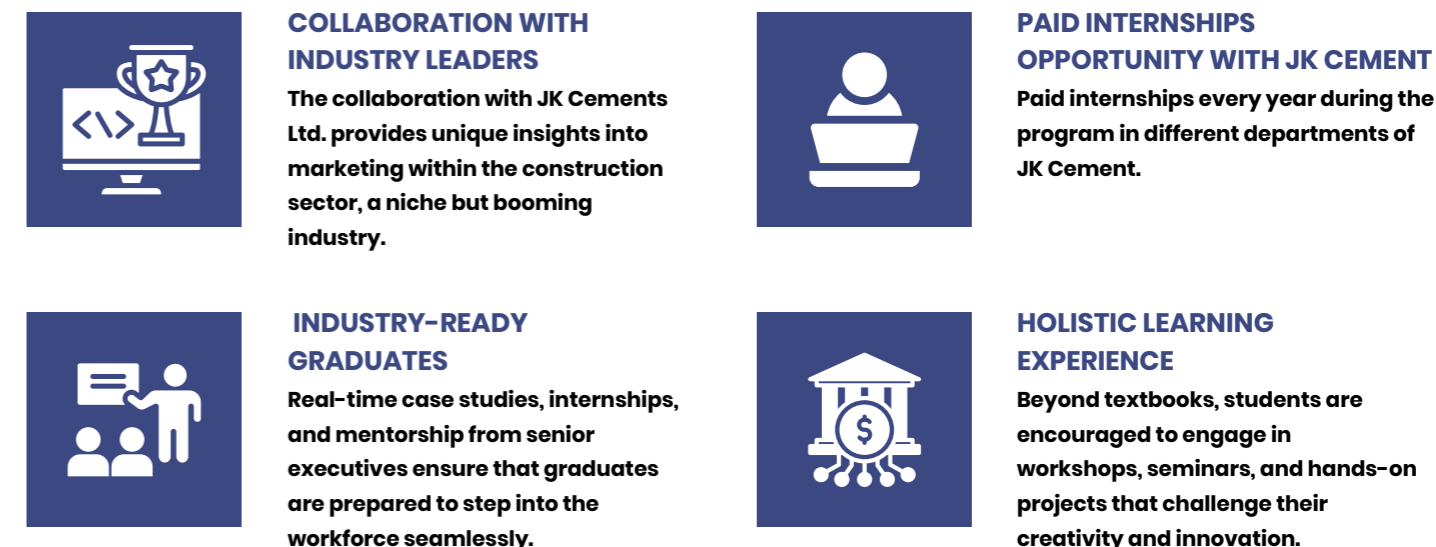
WHY CHOOSE THIS PROGRAM?



CAREER OPPORTUNITIES

Marketing Manager	Social Media Manager	E-commerce Manager
Digital Marketing Specialist	Public Relations (PR) Specialist	Business Development Executive
Sales Manager	Advertising Executive	Customer Relationship Manager
Brand Manager	Content Marketing Manager	Event Marketing Coordinator
Market Research Analyst	Product Manager	Media Planner

KEY HIGHLIGHTS



VALUED RECRUITERS



FAQS

1.What is BBA in Marketing Management?

BBA in Marketing Management is an undergraduate program that focuses on teaching students the principles of marketing, advertising, sales, consumer behavior, and business strategy to prepare them for careers in marketing and business management.

2. Is digital marketing covered in the BBA Marketing Management curriculum?

Yes, most programs include courses on digital marketing, SEO, social media marketing, content strategy, and online advertising.

3. Is internship experience necessary for a marketing career?

Yes, internships provide practical exposure, enhance skills, and improve employability by offering real-world marketing experience.

4. What is the scope of marketing management in India and abroad?

Marketing management is in high demand globally, with growing opportunities in traditional and digital marketing domains across sectors.