



RAMAIAH
Institute of Management

Marketing Stream Syllabus

In order to meet Industry expectations, the curriculum of the PGDM program is updated and revised annually. The inputs are taken from alumni and industry experts based on course objectives and course outcomes. In this regard, for the forth coming academic year, in Marketing stream, the Institute invited Industry Expert Mr. Sundeep Mishra, Head- Analytics Center of Excellence UD Trucks Analytics CoE, Volvo, on 15th May,2019. He is the Alumni of the Institute from 2006-2008 Batch who provided valuable inputs on contemporary concepts and issues in Marketing

