



ASTER
ACADEMY

Excellence in Management &
Technical Education



BPBA IN
**MARKETING
MANAGEMENT**

Duration : Regular (3 Years)
Fast Track Available

Program at a Glance

 www.asteracademy.in



ELIGIBILITY
12th / BPP



WORK EXPERIENCE
3 Years

- Online learning & online exams
- Industry-designed curriculum
- Aligned with international standards

Learn to plan, launch and grow brands, products and campaigns.

COURSE DESCRIPTION

The BPBA in Marketing Management at Aster Academy introduces learners to the intricacies and stages of marketing. Learners gain the skills needed to persuade a target audience and the knowledge required to work across the full functional area of marketing. Good interpersonal skills, combined with analytical and evaluation skills, are key to success in the field.

By the end of the programme, learners will be able to: understand the role and function of marketing within organisations; explore the factors that influence consumer behaviour, organisational behaviour and sales management; devise an integrated, cost-effective marketing plan; and monitor, measure and adapt that plan for continuous improvement.

Over three years, learners study core management, HR, organisational behaviour, managerial economics and marketing, then business law, operations, international marketing, logistics and distribution, and financial accounting, and finish with marketing research, strategic management, consumer behaviour and advertising management. Delivered through our flexible online learning ecosystem, with a fast-track option.

ABOUT US

Aster Academy is an international business school dedicated to delivering excellence in management & Technical education. With strong online learning ecosystem, we offer short-term, diploma, advanced Diploma, Graduate & Post Graduate programs designed for students, entrepreneurs, and working professionals. Our courses are designed by industry experts, aligned with international standards, and focused on practical skills that ensure employability and business growth.

Our Subjects

YEAR 1

- Principles of Management
- HR Management
- Organizational Behaviour
- Managerial Economics
- Marketing Management

YEAR 2

- Business Law
- Operations Management
- International Marketing
- Logistics and Distribution Management
- Financial Accounting

YEAR 3

- Marketing Research
- Business Communication
- Strategic Management
- Consumer Behaviour
- Advertising Management



**Brands, campaigns &
consumer insight**

Exam & Duration

Online Exam: 2 hours/paper

Total Fees For Indian Residents : Rs. 42,480*

**Terms and conditions apply*

Enrol today: +91 9048 395 411 | info@asteracademy.in