

BBA in

Marketing

Choose to Develop an Understanding
of the Modern Marketing Trends

“ CHOOSE **MORE** CHOOSE **RIGHT** ”

About Course

The 3-year marketing management program is a BBA specialization that seeks to provide the students with fundamental knowledge in the scope of marketing. This program consolidates the new philosophies and trends in marketing that engages the students to manage sales and enhance the market sector.

Why Choose This Course

- Expert Teaching Faculties from IIMs and Industries
- Platforms for Start-up Incubation and Innovation Support
- Industrial Exposure Through Apprenticeships
- Enriching Exposure to Global Business Trends

PU Advantage



150+ Acre Campus



2000+ International Students



17000+ Students Placed in
1600+ Companies



35000+ Students



75+ Foreign Partnerships



150+ Professors from IITs,
NITs & IISc



2000+ Faculties



100+ National Awards
& Rankings



12000+ In-campus
Residency

Awarded as the
Best University
in Placements

by ASSOCHAM

Awarded as the
Best Private
University
in Western
India

by Praxis Media

1
NUMBER



Ranked Among The

TOP 50
PRIVATE
UNIVERSITIES

of India (ARIIA 2020)

BY MINISTRY OF
EDUCATION

Choose to Be Practical



Entrepreneurship
Development Cell



Career
Development Cell



Hi-Tech
Computer Labs

Choose to Become an Innovator

125+ Startups Supported

2.78 Crs In Innovation Funding

Choose to Be Placed Before You Graduate

● **12.40 Lacs** Highest Package
in MBA (2020)

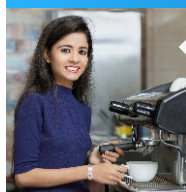
● **18 Lacs** Highest Package at
Parul University

● **193 Students** Have Been Placed
in the year 2020 – 21 Alone

Our Top Recruiting Companies in Engineering & Technology



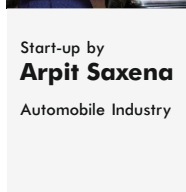
Our Alumni Entrepreneurs



Start-up by
Hetavi Shah
Baked Products



Start-up by
Vishal Makwan
Digital Marketing



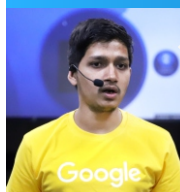
Start-up by
Arpit Saxena
Automobile Industry



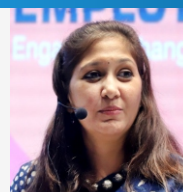
Start-up by
Tirth Patel
Information
Technology



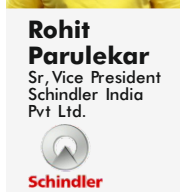
Choose to Learn from the Best Industry Minds



Ali Mustafa
Global Community,
Google Crowdsource



Sonali Mungale
Director HR,
Mastercard



Rohit Parulekar
Sr. Vice President
Schindler India
Pvt Ltd.



Sandeep Tyagi
Director HR,
Samsung Electronics



📍 P.O.Limda, Ta.Waghodia – 391760 Dist. Vadodara, Gujarat

☎ 1800 123 1104 ✉ admissions@paruluniversity.ac.in 🌐 www.paruluniversity.ac.in

