Media Management

Overall conceptual understanding

The Comprehensive Examination for MBA ACM and MM (now AMM), will cover the following core subjects:

• Brand Management,
• Advertising Management & Strategy
• Consumer Behavior
• Integrated Marketing Communication

The areas of focus should read as follows:
Greater focus will be placed on:

✓ Conceptual clarity – how well the student understands concepts used in Marketing (Brand & Advertising)
✓ Analytical ability – how well the student works with business facts and their interrelationships
✓ Problem solving in the corporate and brand context – how brand and corporate values can be aligned
✓ Logical thinking – applying reason to problem-solving
✓ Structuring of responses – answering in a logical and sequential manner ✓ Strength of communication – language skills.