

# Management, Entrepreneurship and Professional Skills

## Introduction of the Sector

Management is a key skill of getting things done through and with people, whereas Entrepreneurship is a mind-set that requires creativity, innovation and professional skills while addressing a new opportunity.

The process of improving professional skills and knowledge of entrepreneurs and to increase the number of entrepreneurs is the salient aim of the sector.

## Post Graduate Diploma in Marketing

### Course Introduction

Digital Marketing is now an indispensable part of any effective marketing campaign because of its targeted reach, customized messaging, low costs and huge availability of data for analysis. This program shall enable participants to get a wide as well as deep understanding of the subject and will be able to conduct marketing activities on a host of digital platforms.

### Eligibility

- Any Graduate
- Working professional from Marketing/Sales and Administrative departments and personnel in other line departments/Strategic Business UNITS(SBUs) of Public Sector Enterprise

### Employability

After attending this course, participants will have a clear understanding of how to measure and monitor the iron line traffic. Using this information, you should be able to update your marketing campaigns to drive increased traffic to your business. The various roles that a participant shall be able to take up after successfully completing this programme-

Digital Marketing Executive

Sales Promotion Executive

Marketing data Analytics Executive

Marketing Co-ordinator

Sales Support Executive

Online Market research executive

### Career Prospects

After completing PG Diploma in Marketing the student will have an opportunity to serve as Market Research Analyst, Marketing Executive, Marketing Manager, Brand Manager, New Product Manager, Advertising Manager, Marketing Communications Manager, Sales Manager etc.

### Semester wise Distribution of Credits for PG Diploma in Marketing

#### SEMESTER I

Subject Code	Title	Theory	Practical	Credits	Hours
	Digital-Marketing fundamentals	3		3	45

	Search Engine Optimization	3		3	45
	Search Engine Marketing SEM	3		3	45
	E-commerce and lead generation	3		3	45
	Vocation Practical OJT / Internship		14		
	Project		4	18	540

## SEMESTER II

Subject Code	Title	Theory	Practical	Credits	Hours
	Marketing Analytics	4		4	60
		4		4	60
	Social Media Marketing Content Marketing & Google Ad sense	4		4	60
	Vocation Practical OJT / Internship		14		
	Project		4	18	540

**Programme fees:** Rs. 96,000/-per annum

**Examination fees:** Rs.2,500/- per semester and Rs. 5000 per annum

**Caution Deposit ( Refundable):** Rs.5000