

# Management, Entrepreneurship and Professional Skills

## Post Graduate Diploma in Marketing

### Course Introduction

The importance of marketing for your business is that it makes the customers aware of your products or services, engages them, and helps them make the buying decision. A course in marketing gives you an edge in your career as you have a much better understanding of how to cater for your clients based on their needs and wants.

### Eligibility for Admission

- 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/Skill enhancement

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/Job Roles

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 Listing of Courses

SEMESTER I		
Subject Code	Subject Name	Credits
PGDM 1.1	Basics of sales & the sales process	4
PGDM 1.2	Marketing Techniques	2
PGDM 1.3	Institutional Sales	4
PGDM 1.4	Digital Marketing	2
PGDMP 1.6	<ul style="list-style-type: none"><li>• OJT / Internship - 14</li><li>• Project - 4</li></ul>	18

SEMESTER II		
Subject Code	Subject Name	Credits
PGDM 2.1	Marketing Finance	4
PGDM 2.2	Advertising & Promotion	4
PGDM 2.3	Branding	4
PGDMP 2.5	<ul style="list-style-type: none"><li>• OJT / Internship - 14</li><li>• Project - 4</li></ul>	18

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

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

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

**Convocation Fees:** Rs.2000/- (In absentia Rs.2500/-)

**Campus Immersion Expenses:** (Travel & Logistics for 7-10 days on Campus) are not part of the fee structure and the expenses will have to be met by the students followed by communication.