

DIPLOMA IN MARKETING MANAGEMENT (DMM)

Overview of the Program

Marketing is a crucial function of every organization irrespective of industry. Marketing is considered to be the face of the organization in this dynamic and complex business environment. Professionals proficient in core areas of Marketing are highly required today. The Diploma program in Marketing Management is designed as a management program covering functional areas of management with conceptual and practical inputs.

The course is intended to develop a basic integrated perspective of the primary managerial functions and give students a foundation for pursuing managerial responsibilities as well as further specialization. The student will come across with various subjects like Sales Management, Consumer Behaviour, and Marketing Strategy which will give a holistic view about Marketing. The idea behind diploma in marketing management is to incorporate a dynamic, flexible and industry specific academic curriculum which is relevant, practical and contemporary.

This program is designed to enhance the managerial capabilities of students, resulting in continuous value addition at their organization in the Marketing Discipline. It encourages and helps students to apply contemporary management business knowledge and perspectives in an interdisciplinary manner to the complex business environment.

Highlights of this program

- To understand the basic concepts of Marketing.
 - To provide understanding on various aspects of consumer behavior, this will be helpful to understand the need of the consumer.
 - To understand the product development and ways of offering it in the Market.
 - To build concepts on various pricing strategy for goods and services.
 - To strengthen the concepts on Marketing channels and various challenges with solutions.
 - To create a positioning for various products in the mind of the consumer
- Structure of this program

Semester-1	Subjects	Credits
1	Management Theory and Practice	4
2	Organisational Behaviour	4
3	Business Economics	4
4	Corporate Social Responsibility	4
5	Information Systems for Managers	4
6	Business Communication and Etiquette	4
Semester-2	Subjects	Credits
1	Marketing Management	4
2	Financial Accounting & Analysis	4
3	Consumer Behaviour	4
4	Sales Management	4
5	Marketing Strategy	4
6	Business Law	4