

## **POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT (PGDMM)**

### **Overview of the Program**

The heart of any business success lies in its marketing. Most aspects of business depend on successful marketing. The marketing umbrella covers advertising, public relations, promotions and sales. It involves getting the right product at the right price, promoted using the right messages/media and sold in the right place. At the core of effective marketing is the requirement to satisfy customers' needs precisely. The closer the marketing mix of product, price, place and promotion are to customer requirements, the more likely it is that a business will be successful. Without marketing, sales may crash and companies may have to close.

A business may have developed terrific products and put together a supremely talented management team, but ultimately success hinges on persuading significant numbers of customers to select that company's products or services rather than buying from someone else. Innovative strategies, a comprehensive understanding of consumer behavior and aggressive communication of the company's message combine to bring about sales success.

One of marketing's core disciplines is to constantly look for new ways of growing the company's revenues. The two years Marketing Management Program is geared towards industry application. The student will come across with various subjects like Brand Management, Consumer Behaviour, International Marketing and Research which will provide a holistic view about Marketing. It encourages and helps students to apply contemporary management business knowledge and perspectives in an interdisciplinary manner to the complex business environment. This professional program shall help to make effective Marketing decisions in various areas of Advertising, Branding, Strategy framing etc.

### **Highlights of the Program**

- To understand various discipline of management and its integration with Marketing
- To understand the concepts related to Marketing and Advertising
- To develop strong concepts of 4P's for and 7P's for Services
- To explain the concepts on segmentation, targeting, positioning and differentiation
- To provide detail learning on Sales and various techniques to develop business
- To increase the customer value and maintaining them through Customer relationship management
- To understand various strategy on product and new product development, pricing, communication mix and channel development

### **Structure of the Program**

| <b>Semester-1</b> | <b>Subjects</b>                  | <b>Credits</b> |
|-------------------|----------------------------------|----------------|
| 1                 | Information Systems for Managers | 4              |
| 2                 | Corporate Social Responsibility  | 4              |

| <b>Semester-1</b> | <b>Subjects</b>                    | <b>Credits</b> |
|-------------------|------------------------------------|----------------|
| 3                 | Business Economics                 | 4              |
| 4                 | Business Communication & Etiquette | 4              |
| 5                 | Management Theory and Practice     | 4              |
| 6                 | Organisational Behavior            | 4              |
| <b>Semester-2</b> | <b>Subjects</b>                    | <b>Credits</b> |
| 1                 | Essentials of HRM                  | 4              |
| 2                 | Marketing Management               | 4              |
| 3                 | Financial Accounting & Analysis    | 4              |
| 4                 | Strategic Management               | 4              |
| 5                 | Business Statistics                | 4              |
| 6                 | Business Law                       | 4              |
| <b>Semester-3</b> | <b>Subjects</b>                    | <b>Credits</b> |
| 1                 | Brand Management                   | 4              |
| 2                 | Consumer Behaviour                 | 4              |
| 3                 | Marketing Strategy                 | 4              |
| 4                 | Customer Relationship Management   | 4              |

| Semester-3 | Subjects                            | Credits |
|------------|-------------------------------------|---------|
| 5          | Sales Management                    | 4       |
| 6          | International Marketing             | 4       |
| Semester-4 | Subjects                            | Credits |
| 1          | B2B Marketing                       | 4       |
| 2          | Services Marketing                  | 4       |
| 3          | Integrated Marketing Communications | 4       |
| 4          | Marketing Research                  | 4       |
| 5          | Business: Ethics, Governance & Risk | 4       |
| 6          | Project                             | 4       |

### Fee Structure

| Fee Description                     | Semester 1 | Semester 2 | Semester 3 | Semester 4 |
|-------------------------------------|------------|------------|------------|------------|
| Admission Processing Fee (One Time) | INR 1,000  | -          | -          | -          |
| Program Fee                         | INR 17,000 | INR 17,000 | INR 17,000 | INR 17,000 |

In addition to the above fees, the following fees are applicable:

- Personal Contact Program (Optional) fees: INR 250 per course
- Examination Fees: INR 500 per course per attempt