

PGDMM

Post- Graduate Diploma in
Marketing Management

1. Develop essential skills, competencies and knowledge for professional development.
2. Develop competencies of Managers in Business World

MS-6
Marketing for
Managers

1. Planning and organization of marketing for managers
2. Study pricing and promotional strategy

Assignment and
Term-end exam.

MS-61
Consumer
Behaviour

1. Study of consumer behaviour and life-style marketing
2. Discuss individual influences on buying behaviour
3. Illustrate the buying process

Assignment
and Term-end
exam.

MS-62
Sales
Management

1. Discuss sales management functions and selling skills.
2. Discussion of Sales force Management
3. Illustrate the planning and control of the sales effort

Assignment
and Term-end
exam.

MS-63
Product
Management

1. Discuss product management.
2. Study of branding and packaging decisions.
3. Explain new product development and implementing new product decision

Assignment
and Term-
end exam.

MS-64
International
Marketing

1. Discuss international marketing, product policy and planning.
2. Discuss Environment of international business

Assignment
and Term-end
exam.

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1. Develop essential skills, competencies and knowledge for professional development.
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MS-65
Marketing of
services

1. Discuss role of services in economy.
2. Study of services marketing and strategic issues.

Assignment and
Term-end exam.

MS-66
Marketing
Research

1. Discuss MR concepts and design.
2. Study of data collection and its processing and analysis.

Assignment and
Term-end exam.

MS-68
Management of
Marketing
Communication
and Advertising

1. Discuss advertising campaign planning and execution
2. Study of media concepts characteristics and issues in media planning

Assignment
and Term-end
exam.

MS-611 Rural
Marketing

1. Discuss rural markets, managing and understanding the rural consumer

Assignment
and Term-end
exam.

MS-612 Retail
Management

1. Discuss retail planning and development
2. Illustrate financial management issues in retailing.

Assignment
and Term-end
exam.