



## Advance Diploma in Med. Representative Sales and Management

The diploma in Sales and Marketing Management program allows the candidates to study a wide range of topics in the field of sales and marketing. The course aims to provide students with extensive knowledge and skills on how to effectively market a product or service to maximize the sales of the company and turn their targeted audience into their customers. The course duration is divided into 2 semesters.

Students are also trained to analyse data, interpret data, designing methodology for advertising and putting it to practice.

The course format differs according to different colleges. However, the program generally focuses on marketing as a core business function and ways to do marketing in the organisation. The course also deals with various other aspects of marketing management such as consumer behaviour and market research.

Diploma in Sales and Marketing Management graduates can also pursue further degrees like Ph.D. in relevant streams if they want to go for higher studies.

Semester 1	Semester 2
Digital Marketing	Brand Management
Market Segmentation, Market Targeting and Market Positioning	Demo Sessions, Assignments for Each Section and Practical Spells
The Nature and Culture of Markets	Monitor and Control Schemes of Market Plans
Basic Processes of Sales, Marketing, and Marketing Management	Strategic Marketing – Development and Management



# केन्द्रीय शैक्षणिक एवम् तांत्रिक माहिती संशोधन समीती

**CENTRAL EDUCATION & INFORMATION TECHNOLOGY RESEARCH COMMITTEE**  
AN AUTONOMOUS INSTITUTION REGD. BY THE GOVT. OF NCT OF DELHI UNDER ITA 1882 GOVT. OF INDIA  
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An Autonomous Organization works for IT, HRD & Literacy



Market Research and Study of Market Potentials	Consumer Behaviour and Buying Trends of the Market
Analysis Techniques for Market Competition Study	Sales and Marketing – Basic Functions, Characteristics, and Roles in the Market

