



## 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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सत्यमेव जयते

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### P.G. Diploma Sales Marketing Management

PGDM in Marketing program has been designed to offer the eligible students managerial training that will influence thinking and achievements at the workplace even at times of pressure and deadlines. It helps to develop the candidate's skills that are essential for personal growth and leadership in a marketing environment. It also aims to hone the candidate's decision-making abilities in the day-to-day work business situations. Problem-solving and analytical skills are also expected in a marketing executive/manager.

Marketing is an important interface function with the market environment and focuses sharply on the delivery of the output. Its role is to ensure that the organization's offerings are in tandem with the market requirements and to deliver the benefits sought by the customer. A marketing executive or manager, after successful completion of PGDM in Marketing course, will have the abilities to deftly assess the market and its competition and environment, make managerial decisions, and share the long-term objectives of the organization. Professionals can expect a rapid career growth after the completion of the program.

PGDM in Marketing course is useful for executives working in any organization primarily because marketing is core to the sustenance and growth of these organizations. Professionals from this sector will be able to effectively create brand management strategies and function as marketing professionals if they enroll for marketing management courses. The course offers a unique opportunity to fresh graduates and experienced persons alike who want to enter the challenging field of marketing where professional growth is limited by nothing but their aptitude, ambition, application and will. It is also highly suitable for entrepreneurs already in business as it empowers them to optimize, expand and diversify their operations. The demand for marketing experts grows at ever-increasing rates, courtesy the expansion of the global as well national business. So, be it in domestic or global markets, whether dealing with physical products or services, there are multiple special areas with an urgent requirement for qualified managers.



## PGDM in Marketing: Syllabus and Course Description

A semester-wise breakup of the course's syllabus is tabulated here:

Semester 1	Semester 2
Principles of Management	Strategic Management
Financial Accounting	Cost Accounting
Fundamentals of Communication and Interview Preparation	The Integrative Manager
Human Resource Management	Innovation Management
Marketing Management	Mastering The Interview and Networking Skills
Managerial Economics	Elective Project
Semester 3	Semester 4
Marketing Research	Product / Brand Management
Consumer Buyer Behaviour	E-Commerce
Advertising and Sales Promotion	Internet Marketing
Distribution Management	Social Media Marketing
CRM	Project
Marketing Finance	-