



FACULTY OF COMMERCE & MANAGEMENT

Post Graduate Diploma in Marketing Management

Programme Educational Objectives

PEO1: To enrich working professionals with current business knowledge and skills in the functional domain of marketing management.

PEO2: To provide learning avenues for managerial professional development and entrepreneurship.

PEO3: To inculcate professional ethics, human values and social responsibility for organizational and societal development.

Programme Outcome

After the successful completion of the one year PG Diploma in Marketing Management, the student will be able to:

PO1: Demonstrate professional capability for organizational development and lifelong learning.

Programme Specific Outcomes

After the successful completion of the one year PG Diploma in Human Resource Management, the student will be able to:

PSO1: Apply professional skills in the functional area of marketing management for organizational effectiveness.

PSO2: Appraise managerial issues and problems related to the global business and marketing management.

Programme Matrix: POST GRADUCATION DIPLOMA IN MARKETING MANAGEMENT [2019 Batch]

I SEMESTER

Course Type	Course Code	Course Title	Course Outcomes
MIL [Any ONE to be Opted]			
DSCC	DMG203A11	Management, Behaviour and Communication	<ol style="list-style-type: none"> 1. Apply management thoughts and principles in making management decisions in business. 2. Examine the theories and styles of leadership. 3. Assess the impact of individual behavior on the behavior of organization. 4. Execute skills in writing business communication.
DSCC	DMG203A12	Business Ethics and Corporate Governance	<ol style="list-style-type: none"> 1. Examine the role of business ethics in functional areas of management. 2. Judge business dilemmas to act in an ethical manner. 3. Determine good corporate governance policies for ethical functioning of the organization.
DSCC	DMG203A13	Marketing Management	<ol style="list-style-type: none"> 1. Execute the recent trends in marketing and their implications in business. 2. Apply the principles of segmentation, targeting and positioning to launch a new product. 3. Classify the elements of marketing mix.
DSCC	DMM203A11	Services Marketing	<ol style="list-style-type: none"> 1. Differentiate the nature and characteristics of marketing of physical goods and services. 2. Evaluate the quality of a service provider with the help of quality models. 3. Determine a service marketing strategy by considering the promotion, demand and supply factors.

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II SEMESTER

Course Type	Course Code	Course Title	Course Outcomes
MIL [Any ONE to be Opted]			
DSCC	DMG203A21	Strategic Management	<ol style="list-style-type: none"> 1. Examine the elements of strategic intent. Interpret impact of environmental forces. 2. Classify the levels of strategy in an organization. 3. Support the implementation process.
DSCC	DMM203A21	E-Marketing	<ol style="list-style-type: none"> 1. Infer E-business models and their application. 2. Identify E-marketing techniques used in E-businesses. 3. Analyze online shopping websites and their features. 4. Interpret the importance of mobile marketing.
DSCC	DMM203A22	Retail Management	<ol style="list-style-type: none"> 1. Identify the strategies to understand the retail customer and their behavior. 2. Structure the internal and external store designs of any retail store. 3. Categorize the merchandising activities related to any store format. 4. Create the promotional strategy for retail stores.
GE	DCS303A21	IT for Executives	<ol style="list-style-type: none"> 1. Demonstrate the application of information technology in business. 2. Use word processing, spreadsheets and presentation software at an intermediary level. 3. Analyze the information systems that are used at various levels in an organization.