

## POST-GRADUATE DIPLOMA IN MANAGEMENT (MARKETING) - TERM-WISE COURSE DISTRIBUTION

Term I	Term II	Term III
Marketing Management I (3)	Management Accounting (3)	Marketing Research (3)
Legal and Business Environment (3)	Marketing Management II (3)	Operations Management (3)
Business Statistics and Analytics for Decision-making (3)	Quantitative Techniques (3)	Human Resource Management (3)
Managerial (Micro) Economics (3)	Organizational Behavior (3)	Corporate Finance (3)
Business Communication I (2)	Business Communication – II (2)	International Business (2)
Financial Reporting, Statements and Analysis (3)	Indian Economy and Policy (3)	Managerial Skills for Effectiveness III (1)
Managerial Skills for Effectiveness I (1)	Managerial Skills for Effectiveness II (1)	Marketing Immersion Program (3)
	Ethics, Corporate Social Responsibility and Sustainability (3)	
<b>Summer Internship (10-12 Weeks)</b>		
Term IV	Term V	Term VI
Corporate Strategy (3)	Entrepreneurship Development (2)	International Marketing (3)
Managerial Skills for Effectiveness I (Non-credit)	Channel Management (3)	Elective (3)
Consumer Behavior (3)	Strategic Marketing Management (3)	
Sales and Distribution Management (3)	Integrated Marketing Communication (3)	
Brand Management (3)	Elective (3)	
Elective (3)	Elective (3)	
Elective (3)	Elective (3)/Project	
Elective (3)/Project		

Note:

1. The courses are subject to change as per the changing needs of the corporate world
2. Number in the bracket indicate credits assigned to respective courses

## Tracks:

Term IV	Term V	Term VI
<b>Advertising &amp; Brand Management</b>		
Media Planning (3)	Digital & Social Media Marketing (3)	Films and Sports Marketing (3)
Services Marketing (3)	Creative Brand Communication (3)	Marketing Analytics (3)
	Account Planning (3)	Relationship Mgmt (3)
		Marketing of Luxury Brands (3)
<b>FMCG &amp; Retail</b>		
Services Marketing (3)	Retail Management (3)	Marketing of Luxury Brands (3)
Supply Chain Management (3)	E-Business E-Commerce (3)	Marketing Analytics (3)
Sales and Operations Planning (3)	Operations Strategy (3)	Relationship Management (3)
<b>BFSI-Marketing</b>		
Services Marketing (3)	Financial Markets and Services (3)	Wealth Management (3)
Sales and Operations Planning (3)	Retail Marketing (3)	Relationship Management (3)
	Service Operation Management (3)	
<b>Research Project/Dissertation (4/5/6) 6 credits</b>		