

**(4) POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT (PGDMM) :
Structure and Brief Syllabi of PGDMM**

Objective: The objective of the PGDMM Course is to acquaint the students with marketing problems of business houses in a modern, complex and competitive marketing environment. The course will contain analytical analysis of that segment of financial problems that are encountered by business houses every day. The course will prepare the students in various specialized fields of marketing activities also.

The diploma in marketing management emphasises purposeful training and skill formation in modern marketing techniques and its applications in varying socio-economic situations. The course will help in developing independent capabilities for understanding consumer behaviour, pricing policies and promotional strategies.

Eligibility Criteria for Admission:– Graduate in any discipline

Scheme of Examination - PGDMM course is of one year duration. It will be necessary for students admitted in this course to pass in each paper of the course separately, securing atleast 33% of marks in each paper. To determine 33% of marks in each paper, the marks obtained by the students, both in term end theoretical written examination and assignment / practical, as the case may, will be clubbed and counted together to determine the aforesaid pass percentage. However, if a candidate has failed to appear or secured zero mark in written examination and / or assignment /practical work in any paper, he/she will be deemed of have failed in that paper. Failure in one paper will mean failure in that Part of the examination. Hence, students must strive hard to pass individually in all the papers.

The course consists of six theory papers, each carrying 100 marks as below:

Paper	Title of the paper	Distribution of Marks between Theory and Assignment		Minimum Marks required to pass the examination (written exam. + practical/ Assignment taken together)
		Written exam	Assignment	
1.	Consumer Behaviour	80	20	33
2	Sales and Distribution Management	80	20	33
3	Product Management	80	20	33
4	International Marketing & Portfolio Management	80	20	33
5	Marketing of Services	80	20	33
6	Management of Marketing Communication & Advertising	80	20	33
	Total	480	120	198