

CMJ UNIVERSITY, SHILLONG

COURSE TITLE : **POST GRADUATE DIPLOMA IN
(MARKETING)**

DURATION : **1 YEAR (Semester System)**

TOTAL DIPLOMA MARKS : **800**

FIRST SEMESTER

<i>COURSE TITLE</i>	<i>Paper Code</i>	<i>MARKS</i>		
		THEORY	PRACTICAL	TOTAL
MARKETING MANAGEMENT	PGDM-110	100	00	100
MARKETING RESEARCH	PGDM-120	100	00	100
ADVERTISING AND COMMUNICATION MANAGEMENT	PGDM-130	100	00	100
CUSTOMER RELATIONSHIP MANAGEMENT	PGDM-140	100	00	100

SECOND SEMESTER

<i>COURSE TITLE</i>	<i>Paper Code</i>	<i>MARKS</i>		
		THEORY	PRACTICAL	TOTAL
SALES AND DISTRIBUTION MANAGEMENT	PGDM-210	100	00	100
BRAND MANAGEMENT	PGDM-220	100	00	100
INTERNATIONAL MARKETING	PGDM-230	100	00	100
CONSUMER BEHAVIOUR	PGDM-240	100	00	100