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CURRICULUM AND SCHEME OF EXAMINATIONS OF ONE YEAR
PG DIPLOMA IN MARKETING MANAGEMENT PROGRAMME

Sub: Code	Title of the Subject (s)	External Marks	Internal Marks	Practical Marks	Duration of Exams
Semester - I					
PGDMM-101	Organizational Behavior & Management Process	60	40	-	3hrs
PGDMM-102	Business Environment	60	40	-	3hrs
PGDMM-103	Marketing Management	60	40	-	3hrs
PGDMM-104	Advertising Management	60	40	-	3hrs
PGDMM-105	Research Methodology & Quantitative Techniques	60	40	-	3hrs
Semester - II					

PGDMM-106	International Marketing	60	40	-	3hrs
PGDMM-107	Strategic Management	60	40	-	3hrs
PGDMM-108	Sales & Distribution Management	60	40	-	3hrs
PGDMM-109	Consumer Behavior	60	40	-	3hrs
PGDMM-110	Marketing of Services	60	40	-	3hrs