

Post Graduate Diploma in Marketing (PGDM – Marketing) – Syllabus (1 Year)

Semester – I

S. No.	Paper Numerical Unique	Class & Papers	Paper Name / Subject
1	9701	1PGDMM1	Principles of Management
2	9702	1PGDMM2	Marketing Management
3	9703	1PGDMM3	Consumer Behaviour
4	9704	1PGDMM4	Business Communication

Course Details:

- **Principles of Management** – Basics of business management.
 - **Marketing Management** – Marketing mix, product, pricing, distribution, promotion.
 - **Consumer Behaviour** – Buying psychology, decision-making, market segmentation.
 - **Business Communication** – Advertising, corporate communication, PR.
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Semester – II

S. No.	Paper Numerical Unique	Class & Papers	Paper Name / Subject
1	9711	2PGDMM1	Sales & Distribution Management
2	9712	2PGDMM2	Digital & International Marketing
3	9713	2PGDMM3	Strategic Marketing
4	9714	2PGDMM4	Project / Internship

Course Details:

- **Sales & Distribution Management** – Sales planning, distribution channels.
- **Digital & International Marketing** – Online marketing, e-commerce, global markets.
- **Strategic Marketing** – Branding, positioning, competitive strategies.
- **Project / Internship** – Market research project/report.