
Diploma in Sales and Marketing – 1 Year

Semester – I

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	20101	1DSM1	Fundamentals of Marketing
2	20102	1DSM2	Principles of Sales Management
3	20103	1DSM3	Consumer Behaviour
4	20104	1DSM4	Advertising & Branding

Course Details:

- **Fundamentals of Marketing** – Market types, segmentation, targeting, positioning.
- **Sales Management** – Sales planning, negotiation techniques, sales forecasting.
- **Consumer Behaviour** – Buying motives, decision making, customer psychology.
- **Advertising & Branding** – Branding strategies, advertising media, campaign planning.

Semester – II

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	20201	2DSM1	Retail & Distribution Management
2	20202	2DSM2	Digital Marketing Basics
3	20203	2DSM3	Business Communication
4	20204	2DSM4	Project / Practical Training

Course Details:

- **Retail Management** – Store layout, merchandising, supply chain basics.
- **Digital Marketing Basics** – SEO, SEM, SMM, email marketing.
- **Business Communication** – Presentation skills, corporate communication.
- **Project / Practical** – Sales strategy project, marketing case study.
