
Master Diploma in Marketing – 2 Years

Year 1 – Semester I

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	22101	1MDM1	Advanced Principles of Marketing
2	22102	1MDM2	Strategic Sales Management
3	22103	1MDM3	Business Economics
4	22104	1MDM4	Market Research

Course Details:

- Advanced marketing theories & strategies.
- B2B & B2C sales planning, sales forecasting.
- Demand & supply, pricing decisions.
- Research tools, surveys, data analysis.

Year 1 – Semester II

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	22201	2MDM1	Advertising Management
2	22202	2MDM2	Customer Relationship Management
3	22203	2MDM3	Digital & Social Media Marketing
4	22204	2MDM4	Practical Research Project – I

Course Details:

- Media planning, advertising strategy.
- CRM tools, service quality, customer retention.
- Social platforms, content strategy, analytics.
- Market research report preparation.

Year 2 – Semester III

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	22301	3MDM1	International Marketing
2	22302	3MDM2	Product & Brand Management
3	22303	3MDM3	Marketing Analytics
4	22304	3MDM4	Industrial Marketing

Course Details:

- Global market entry, export/import marketing.
- Product lifecycle, brand positioning & strategy.
- Use of analytics tools for marketing decisions.
- B2B buying behaviour & industrial sales.

Year 2 – Semester IV

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	22401	4MDM1	Retail & Supply Chain Management
2	22402	4MDM2	Entrepreneurship & Startup Marketing
3	22403	4MDM3	Internship / Field Training
4	22404	4MDM4	Major Project / Viva

Course Details:

- Retail formats, logistics, inventory & supply chain.
- Startup strategies, business models, market entry.
- Internship in marketing or sales department.
- Major research project with viva.

