
Post Graduate Diploma in Marketing – 2 Years

Year 1 – Semester I

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	23101	1PGDM1	Marketing Principles
2	23102	1PGDM2	Managerial Economics
3	23103	1PGDM3	Quantitative Techniques
4	23104	1PGDM4	Business Environment

Course Details:

- Marketing fundamentals, STP model, product & price strategy.
- Economics applications in business.
- Data handling, forecasting, statistical tools.
- Business ecosystem, policies & global market.

Year 1 – Semester II

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	23201	2PGDM1	Sales & Distribution
2	23202	2PGDM2	Marketing Research
3	23203	2PGDM3	Financial Management
4	23204	2PGDM4	Digital Marketing

Course Details:

- Sales channels, retail strategy, distribution networks.
- Research design, data collection & analysis.

- Budgeting, costing, ROI.
- SEO, SEM, Ads, online marketing.

Year 2 – Semester III

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	23301	3PGDM1	Brand Management
2	23302	3PGDM2	Strategic Management
3	23303	3PGDM3	Service Marketing
4	23304	3PGDM4	Elective (Choose One)

Course Details:

- Brand building, brand equity, repositioning.
- Business strategies, competitive advantage.
- Service quality, service communication.
- Electives: Retail / Digital / Advertising / HR / Finance.

Year 2 – Semester IV

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	23401	4PGDM1	Internship / Field Training
2	23402	4PGDM2	Project Dissertation
3	23403	4PGDM3	Viva Voce
4	23404	4PGDM4	Seminar & Presentation

Course Details:

- Industry internship with weekly reporting.
- Complete marketing project/dissertation.
- Viva based on practical and project.
- Seminar presentation.

