
Diploma in Export Marketing – 1 Year

Semester – I

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	29101	1DEM1	Introduction to Export Marketing
2	29102	1DEM2	International Trade & Documentation
3	29103	1DEM3	Export Procedures & Logistics
4	29104	1DEM4	Communication & Negotiation Skills

Course Details:

- Export fundamentals, global market.
- Shipping documents, invoice, LC.
- Customs, logistics, supply chain.
- Communication skills for export clients.

Semester – II

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	29201	2DEM1	Foreign Trade Policy
2	29202	2DEM2	International Marketing
3	29203	2DEM3	Export Finance & Banking
4	29204	2DEM4	Project / Practical Training

Course Details:

- EXIM policy, trade incentives.
- Export market research, pricing.
- Export loans, forex, insurance.
- Export project/report.

