

PG DIPLOMA IN MARKETING MANAGEMENT

Eligibility for Admission

- Any degree of this University or any other recognized University

Course Duration:

1 Year – (Non-Semester System)

COURSE : PG Diploma In Marketing Management		
MEDIUM : English		
COURSE CODE : 4013		
S.NO	PAPER NAME	EXAMINATION CODE
1	Principles of Marketing	GMMT01
2	Advertising & Sales Management	GMMT02
3	Product Management	GMMT03
4	Marketing Research	GMMT04

Scheme of Examination

Duration – 3 Hrs, Max. Marks – 100, Passing Min.- 40 Marks