



University of Kelaniya

Faculty of Graduate Studies

POSTGRADUATE DIPLOMA IN MARKETING

“Professionalism in Marketing with University Recognition”

University of Kelaniya commands a leading edge in the domain of Business Management Education. In par with its caliber, the Department of Marketing Management offers a fully pledged Postgraduate Diploma in Marketing - PGDM (One Year) which guarantees a definite academic recognition embedded with professional exposure.

Eligibility

University degree in any stream (Local or Foreign) or Higher Diploma/Advance Diploma (Related to Stream of Business Management along with working experience) or Professional Qualification (Marketing / HR / Finance & other related along with working experience) or Any other professional qualification or prior learning experience (as defined in NVQ frame work) may welcome as entry qualifications subject to university senate approval

Application Procedure

Visit the web link (<http://www.kln.ac.lk/fcms/dep/dmm/>) to download application and needful information and Send the completed application form on or before 30th November 2015 to the address given below along with a Rs. 500.00 bank slip paid to any People's bank in favour of the account number:

055-1001-1-0667549

Registrar:
21.09.2015

Mobile : 077 7702005 (coordinator)

**TP Office : 0112903832/624
0113065844**

email : pgdmkt@gmail.com

Nilantha Perera,
Senior Lecturer and coordinator,
Postgraduate Diploma in Marketing Programme,
Department of Marketing Management,
University of Kelaniya.

Teaching Methods

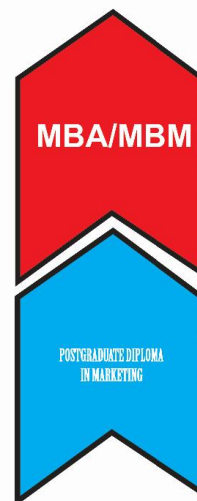
- Lectures
- Individual and Group Assignments
- Individual and Group Presentations
- Research Project
- Simulation game for Industry Practices

Highlights of the Programme

- Local and International Recognition
- Academic Recognition cum with Professionalism
- Focused to Business Soft Skills
- Eminent Teaching Faculty
- Bridging to further Higher Studies
- Highly focused on industry practices

Course Content & Credit limits

Subject	Course Code	Credits	Status	Lecture Contact Hours
Semester 1				
Managerial Aspects of Marketing	PMKT 51014	4	Core	60
Contemporary Consumer Behavior	PMKT 51024	4	Core	60
Services & Retail Marketing	PMKT 51034	4	Core	60
Strategic Management Accounting	PMKT 51053	3	Core	45
Semester II				
Contemporary Marketing Strategies	PMKT 52064	4	Core	60
Brand Management	PMKT 52074	4	Core	60
Marketing Research Project	PMKT 52084	4	Core	60
Digital Marketing Strategy	PMKT 52093	3	Elective	45
International Trade & Marketing	PMKT 52103	3	Elective	45
Organizational Behavior	PMKT 52113	3	Elective	45
Total Credits		30		



Course leaders of the programme:



Dr.W.M.C.B.Wanninayake
Lecturer-Grade I
PhD(TBU-Czech Republic),
B.Sc. Mkt. Mgt. (Special) (SJP),
Dip.M. (UK), MBA (C'bo)



D. Wasantha Kumara
Senior Lecturer Grade I
B.Com.(Kel'ya), M.Com(Kel'ya)



Dr.R.S.Weerasiri
Senior Lecturer Grade I
Phd(SCUT-China),
B.Com.(Kel'ya), M.Com(Kel'ya)



Ajith Medis
Senior Lecturer Grade I
B.Com(Kel'ya), MBA(Sri J.),
MICM(UK), Dip.M.(UK), CMA(Aus)



Dr.H.M.R.P.Herath
Senior Lecturer
Phd (New Castle- UK)
B.B.Mgt (Mkt) (Kel'ya),
MBA (SJP), MSLIM



Mrs.C.B. Wijesundara
Senior Lecturer Grade II
B.B.Mgt (Mkt) (Kel'ya),
MSc (MIT) (Kel'ya)



Ravi Dissanayake
Senior Lecturer Grade II
B.B.Mgt (Mkt) (Kel'ya),
Dip. in Mkt. (SLIM), MSLIM,
MBA (Sri J.)



Sugeeth Patabendige
Senior Lecturer Grade II
M.Econ (Distinction),
BBA (1st Class) Hons,
PG Dip Finance, ACIM,
DiP. M (UK), ACM A



Nilantha Perera
Senior Lecturer Grade II
B.B.Mgt (Mkt) (Kel'ya),
MBA (Sri J.),
MCIM, MSLIM, MCPM



Madhuri Fernando
Senior Lecturer Grade II
B. Sc. Mkt. Mgt. (Special) (SJP),
MBA (Sri J)



H.M.R.S.S.Gunawardana
Senior Lecturer Grade II
B.B.Mgt (Mkt) (Kel'ya),
Msc(Mgt)(Sri'J)



S. Uditha Bandara
Lecturer
B.B.Mgt (Special) Mkt (Kel'ya)