

Postgraduate Diploma in Marketing - Course Content and Credit Limits

Subject	Course Code	Credits	Status	Lecture Contact Hours
Semester I				
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		