

Course Structure – Higher Diploma in Marketing

| Subject | Course Code | Credits | Status |
|---|--------------------|----------------|---------------|
| Semester I | | | |
| Behavioural Aspects of Marketing | HDMK21012 | 2 | Compulsory |
| Marketing Operations | HDMK21024 | 4 | Compulsory |
| Leadership and Professional Development | HDMK21034 | 4 | Compulsory |
| Marketing Research | HDMK21044 | 4 | Compulsory |
| Legal Aspects of Marketing | HDMK21052 | 2 | Compulsory |
| Semester II | | | |
| Business Simulation | HDMK22066 | 6 | Compulsory |
| Seminar in Service Marketing | HDMK22074 | 4 | Compulsory |
| Management Accounting | HDMK22084 | 4 | Compulsory |
| Total Credits | | 30 | |