

**Course Outline – Postgraduate Diploma in Marketing**

<b>Subject</b>	<b>Course Code</b>	<b>Credits</b>	<b>Status</b>	<b>Lecture Contact Hours</b>
<b>Semester 1</b>				
Managerial Aspects of Marketing	PMKT 51014	4	Core	60
Contemporary Consumer Behavior	PMKT 51024	4	Core	45
Services & Retail Marketing	PMKT 51034	4	Core	45
Strategic Management Accounting	PMKT 51053	3	Core	45
<b>Semester II</b>				
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
<b>Total Credits</b>		<b>30</b>		