

HDMK Level 1- Diploma in Marketing

Course Content and Credit Limits

Subject	Course Code	Credits	Status	Lecture Contact Hours
Semester 1				
Management Fundamentals	HDMK 11014	4	Compulsory	60
Essence of Marketing	HDMK 11024	4	Compulsory	60
Business Environment	HDMK 11034	4	Compulsory	60
Soft Skills in Marketing	HDMK 11043	3	Compulsory	45
Semester II				
Fundamentals of Sales Management	HDMK 12054	4	Compulsory	60
Customer Communication	HDMK 12064	4	Compulsory	60
Accounting Information for Marketers	HDMK 12073	3	Compulsory	45
Information Technology for Business	HDMK 12084	4	Compulsory	60
Total Credits		30		450