

# **Name of Program: Post Graduate Diploma in Marketing Management (PGDMM)**

## **Program Outcomes**

1. The program provides an overview of the range of tools available for Marketing Communications
2. It provides an understanding of the basic principles of planning and execution in Marketing Communications
3. The learners are acquainted with concepts and techniques in the application for developing and designing an effective advertising and sales promotion program.
4. It sensitizes students about various facets of advertising, public relations and promotion management.
5. It develops among students the managerial perspective and an informed decision-making ability for effective and efficient tackling of promotional situations.

Students have a number of career opportunities while pursuing PGDMM. Students can choose from a plethora of job opportunities after Post Graduate Diploma in Marketing Management as given below:

1. Sales Manager
2. Brand Manager
3. Public Relations Manager
4. Market Research Analyst
5. Digital Marketing

## **Program Specific Outcomes**

1. The students come to understand environmental and individual influences on consumers.
2. They are acquainted with information regarding consumer behavior in Indian context.
3. It introduces the importance of personal selling in the job of any sales-force team member.
4. The learners are able to craft modern integrated marketing campaigns.
5. They come to know as how to analyze & evaluate the cost effectiveness of various forms of media.
6. They are able to explain as how to set integrated marketing communication subjective & formulate budget.

## **Course Outcomes**

1. Students learn to prepare company and product profile and presentation clubbed with integrated marketing communication.
2. Students learn to interact with customers with right attitude and display multifaceted skills to capture relevant customer data.
3. Students learn to identify strategically significant markets.
4. The students are acquainted with consumer behavior in Indian context.
5. Students learn to apply their knowledge of management theories and practices to solve various sales and distribution problems.