
Diploma in Sales & Marketing Management

Objectives:-

To provide students with:

- ◆ an understanding of the environment within which all businesses operate and the ways in which different organizations are structured
- ◆ a working knowledge of the principles and practice of selling and an understanding of its importance as part of the marketing mix
- ◆ an understanding of the marketing concept and an appreciation of how the marketing function is organized
- ◆ the programme also provides students with the knowledge and skills necessary to enable them to perform adequately in any single functional area of marketing

Course Structure:

- ◆ Business Management & Administration
- ◆ International Business Communications
- ◆ Marketing Management
- ◆ Public Relations
- ◆ Sales Management

Eligibility for Admission:

S.S.C./H.S.C or equivalent with 3 years experience.

Course Duration:

Program can be completed in a period of 4 months to 1 year.

Fees Details:

Indian Students: Rs 12900/-

International Students: US \$500
