

DIPLOMA IN MARKETING (DIM) (2-SEMESTERS)

Eligibility Conditions:

Pass in 10+2 examination from BSEH (Bhiwani) or any other recognized Board.

Medium of instructions

Medium of Study Material	Medium of Question Papers	Candidates can write Answers in the following languages
English	Hindi and English	English

Programmes of Study and Schemes of Examinations

Sr. No.	Paper Code	Title	Credits	End Term	Mid Term	Total
FIRST SEMESTER						
1.	C26-MKT-101/ MBAD-106	INDIAN ECONOMY AND BUSINESS ENVIRONMENT	4	70	30	100
ANY FOUR OF THE FOLLOWING:-						
2.	C26-MKT-102/ MBADMM-301	ADVERTISING MANAGEMENT	4	70	30	100
3.	C26-MKT-103/ MBADMM-302	MARKETING RESEARCH AND ANALYTICS	4	70	30	100
4.	C26-MKT-104/ MBADMM-303	SALES AND LOGISTICS MANAGEMENT	4	70	30	100
5.	C26-MKT-105/ MBADMM-304	CONSUMER BEHAVIOUR	4	70	30	100
6.	C26-MKT-106/ MBADMM-305	STRATEGIC BRAND MANAGEMENT	4	70	30	100
SECOND SEMESTER						
7.	D26-MKT-107/ MBAD-203	MARKETING MANAGEMENT	4	70	30	100
ANY FOUR OF THE FOLLOWING:-						
8.	D26-MKT-108/ MBADMM-401	INTERNATIONAL MARKETING	4	70	30	100
9.	D26-MKT-109/ MBADMM-402	BUSINESS MARKETING	4	70	30	100
10.	D26-MKT-110/ MBADMM-403	SERVICE MARKETING	4	70	30	100
11.	D26-MKT-111/ MBADMM-404	STRATEGIC MARKETING	4	70	30	100
12.	D26-MKT-112/ MBADMM-405	RURAL AND AGRIBUSINESS MARKETING	4	70	30	100