

Programme Project Report (PPR) Certificate in Marketing (ODL Mode)

1. Programme Mission & Objectives

- **Mission:** To provide foundational knowledge and practical skills in marketing through flexible Open & Distance Learning.
- **Objectives:**
 - Introduce learners to core principles of marketing.
 - Build competence in consumer behavior, branding, and digital marketing basics.
 - Prepare learners for entry-level roles in sales, promotion, and marketing support.
 - Encourage entrepreneurial thinking and application of marketing strategies.

2. Programme Outcomes

- Learners will understand the fundamentals of marketing and its role in business.
- Graduates will be able to assist in marketing campaigns, sales promotion, and customer engagement.
- Learners will gain confidence to pursue higher studies or professional diplomas in marketing.

3. Target Learners

- **Eligibility:** 10+2 or equivalent.
- **Profile:** Students, working professionals, entrepreneurs, small business owners.
- **Special Focus:** Learners seeking short-term certification to enhance employability.

4. Programme Structure

Duration: 6 Months (1 Semester)

Credits: 20

Sr. No.	Paper Code	Title	Credits	End Term	Mid Term	Total
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

5. Instructional Design

- **Self-Learning Materials (SLM):** Concise modules in print and digital formats.
- **Multimedia:** Recorded lectures, webinars, podcasts.
- **Assignments:** Case studies, short projects, campaign analysis.
- **Learner Support:** Online forums, counseling, peer interaction.

6. Admission & Evaluation

- **Admission:** Online application via ODL portal.
- **Evaluation:**
 - Internal Assessment (30%) – assignments, quizzes, projects.
 - End-Term Exam (70%) – proctored online/offline.
- **Certification:** Certificate awarded upon completion of all credits.

7. Faculty & Resources

- **Faculty:** Marketing experts and industry professionals.
- **Resources:**
 - Access to digital tools (Google Analytics basics, Canva).

- Library support (e-books, journals, case studies).
- LMS for online learning.

8. Cost Estimate

- Affordable fee structure.
- Scholarships and concessions for disadvantaged learners.
- Budget allocation for faculty, technology, and learner support.

9. Quality Assurance

- Curriculum updated regularly with industry standards.
- Feedback from learners and employers.
- Monitoring by Centre for Distance Education.
- Compliance with UGC-DEB guidelines.