

Programme Project Report (PPR)

Diploma in Marketing (ODL Mode)

1. Programme Mission & Objectives

- **Mission:** To provide learners with comprehensive knowledge and applied skills in marketing through Open & Distance Learning.
- **Objectives:**
 - Build competence in consumer behavior, branding, sales, and digital marketing.
 - Train learners in practical marketing tools and strategies.
 - Prepare learners for mid-level roles in marketing, advertising, and business development.
 - Encourage entrepreneurial thinking and innovation in marketing practices.

2. Programme Outcomes

- Learners will understand marketing principles and their application in real-world contexts.
- Graduates will be able to design, execute, and evaluate marketing campaigns.
- Learners will gain confidence to pursue higher studies or professional certifications in marketing.

3. Target Learners

- **Eligibility:** 10+2 or equivalent.
- **Profile:** Students, professionals, entrepreneurs, and small business owners.
- **Special Focus:** Learners seeking a one-year diploma to enhance employability.

4. Programme Structure

Duration: 1 Year (2 Semesters)

Credits: 40

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

5. Instructional Design

- **Self-Learning Materials (SLM):** Print + digital modules.
- **Multimedia:** Recorded lectures, webinars, tutorials.

- **Assignments:** Case studies, campaign simulations, market surveys.
- **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:** Diploma awarded upon completion of all credits.

7. Faculty & Resources

- **Faculty:** Marketing experts, industry professionals, and academic specialists.
- **Resources:**
 - Access to marketing tools (Google Ads basics, Canva, survey platforms).
 - 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.