



# CERTIFICATE IN TOURISM MARKETING



## Certificate in Tourism Marketing

### Introduction: //

- ◆ The whole CTM course has a total of 16 credits.
- ◆ Eligibility for Admission: Minimum entry level is 12th pass or equivalent or two or more years of qualifying NCVT/GCVT exam.
- ◆ Duration of Course: Minimum 6 months and Maximum 2 years.
- ◆ Course fee: Girls – Rs.1000/- , Boys – Rs.1400/-
- ◆ Six monthly Exams: January/ February and June/ July

### Assessment Pattern: //

- ◆ Based on annual exam (six month)- (100%)
- ◆ Standard of Success To Pass 50% marks in Assignment and yearly Evaluation

### syllabus : //

Sr. No.	Subject	Subject Code	Credit
1	Basic understanding of Tourism	TS- 01	8
2	Tourism Marketing Administration	TS-02	8
Total:			16

