

DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY

(Established by Government of Gujarat)

School of Commerce and Management
Post Graduate Diploma in Marketing
June-2020

PGDM Programme

(As per UGC Model Curriculum)



"Jyotirmay" Parisar, Opp. Shree Balaji Temple, S. G. Highway,
Dr. Babasaheb Ambedkar Open University Road, Chharodi,
Ahmedabad-382 481 - Website : www.baou.edu.in

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Introduction:

Dr. Babasaheb Ambedkar Open University is unique, being the only state distance mode-open University of Gujarat, established by the Government of Gujarat. The prime objective of the University is to equip its learners with knowledge, skills and competencies associated with employability through flexible, learner-centred and technology enhanced way following the basic principles of open and distance education.

The School of Commerce and Management, Dr. Babasaheb Ambedkar Open University aims to explore new frontiers of skills, knowledge & innovation in academics as well as industry by adopting and reconnoitering new concepts and applying them to build confidence and work ethics among its learners.

Postgraduate Diploma in Marketing(PGDM)programme's aims to provide young, talented, professional with a broad-based theoretical and practical knowledge of marketing. The programme aims to prepare learners for a variety of roles including in marketing, customer services, branding, service and digital marketing.

Objectives:

- ✓ To enable learners to learn different key managerial practices followed by the corporate in the domestic and international market.
- ✓ To establish a broad foundation of knowledge, skills and capabilities to promote effective and real marketing management practices.
- ✓ To enable learners for acquiring good communication, interpersonal and entrepreneurial skills.
- ✓ To develop the student personality as a whole to become tomorrow's competent professionals.
- ✓ To understand Meaning and concepts of brand, brand vs. generics, brand life cycle, brand name, brand identity, and brand loyalty.
- ✓ To identify the vital role that services play in the economy and its future and familiarize learners with various key issues in services marketing.

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Subject Code	Subject Name	Credit	
		Th	Pr
First Semester			
PGDM-101	Principles Of Management	4	
PGDM-102	Marketing Communication and Presentation Skills	4	
PGDM-103	Customer Services Management	4	
PGDM-104	Sales and Distribution Management	4	
Second Semester			
PGDM-201	Brand Management	4	
PGDM-202	Service Marketing	4	
PGDM-203	Digital Marketing	4	
PGDM-204	International Marketing	4	
		32	

Outline of the Programme:

- The code for this course is PGDM.
- For every semester and for every course the codes will be different.
- Postgraduate Diploma in Marketing (PGDM) consists of Eight (08) Subjects in the duration of twelve (12) months, which is divided into two semesters.
- The student is entitled to get 4 credits of one subject.
- The whole PGDM course will have a total of 32 credits.
- Eligibility for Admission: Any Graduate from a recognized university is eligible for enrolment in the programme.
- Duration of Course: Minimum 1 year and Maximum 4 years.
- Course fee: Rs. 7500/- per Semester
- Centers: Recognized/Approved study centers of University
- SLM (Self learning Material): It will be provided to all Enrolled students.
- Counseling sessions: Saturday and Sunday at all approved centers.
- Students are required to submit two assignments to the study center for the evaluation purpose. For their assignment's submission, they must follow the deadlines assigned by the university.
- Semester wise Exams: January/ February & June/ July

Assessment :

Assessment of Student	
Continuous Evaluation	Based on the Assignment (30%)
Yearly Exams	Based on Yearly Exams (70%)
Standard of Success	To pass 35% marks in Assignment and Yearly Evaluation

Facilities:

- ❖ Counselling sessions at the respective Learner Support Centre.
- ❖ ICT Support: ICT support is a major component of any ODL system of education. Our University has as such given emphasis on this. Some ICT-based support systems provided by the University for the learners of are listed below:
 - Website: www.baou.edu.in
 - E - Self Learning Material
 - Swadhyaya TV
 - VANDE Gujarat — Dedicated VANDE Gujarat Channel Number 16
 - Virtual Classroom
 - Online Admission
 - Secured Examination
 - Cash-Less Campus
 - ASK-ME kiosk
 - Educational Apps

Course Outcomes:

- To prepare the learners to face the challenges in the marketing of the most important resources by putting due emphasis on the concepts, practices and issues related to marketing and customer services.
- To create and conduct a small survey, applying a wide range of survey, scale and questionnaire techniques. Be proficient in communication with other departments.
- To develop a good foundation through theory and practice of handling and leading the core functions of marketing management.
- To build an effective and empowered team. Also can examine the work practices of high performing terms.
- To analyze basic behavioral patterns of different customer personalities and the best way to deal with them.



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