

PGDMM Course Structure SEMESTER - I

Course Code	Course	Concurrent Evaluation	External Evaluation	Total Marks	Credit	No. of Credits
0101	Management Accounting	50	50	100	F	3
0102	Marketing Management	50	50	100	F	3
0103	Sales and Distribution Management	50	50	100	F	3
0104	Consumer Behavior	50	50	100	F	3
0105	Digital and Social Media Marketing	50	50	100	F	3
0106	Rural and Agri Marketing	50	50	100	F	3
Total		300	300	600		18

Semester - II

Course Code	Course	Concurrent Evaluation	External Evaluation	Total Marks	Credit	No. of Credits
0201	Integrated Marketing Communication	50	50	100	F	3
0202	International Marketing	50	50	100	F	3
0203	B2B Marketing	50	50	100	F	3
0204	Market Research	50	50	100	F	3
0205	Services Marketing	50	50	100	F	3
0206	Retail Marketing	50	50	100	F	3
Total		300	300	600		18

F denotes Full Credit course carrying 3 credits