

Bharatiya Vidya Bhavan's – SP College of Communication & Management

One Year P.G. Diploma in Marketing & Advertising (ADM)

Marketing can be described as a process that involves all such activities that ensure the supply of Goods and Services from the producer to consumer. A viable Marketing involves a service of decision making at various levels right from Production, Handling, Storage, Packaging, Transportation, Advertising, etc. to the final stage of sale to the consumer. Here producer expect required profit and steady growth in business, while consumer expect customer satisfaction and good after sales service. Now understand that, marketing team takes care of both. To overcome competition, Advertising plays important role. It can be done through Newspapers, Magazines, Road side Hoardings, Radio, Television and a Social Media. Perfect planning is required at each stage to make required amount of turnover and profit. This is what you learn and practice in 'P.G. Diploma in Marketing and Advertising'. Most important is to develop your managerial skills, decision making quality and presentation technique, to make successful career in this area. Student must work very hard on assignments and projects along with all theoretical knowledge of Marketing & Advertising. Joining this Career is not only challenging and satisfying, but offers good amount of earnings too.



Scope: Plenty of job opportunities in Dept. of Marketing, Advertising and Sales with manufacturers, distributors, sales organizations, fabricators, and exporters. Bhavan's College will organize internship training to deserving candidates, and job assistance as per availability.

Eligibility : Graduation or Equivalent. (Working person can join)

Time : 6:15 p.m. to 7:45 p.m. – 5 days in a week (Monday to Friday)

Duration : One Academic year of 10 months

Fee : Rs. 40,000+7200 (18% GST) = Rs. 47200/- in Lumpsum at the time of admission.
or Rs. 45,000/- + 18% GST as per Govt. rules. This amount can be paid in four instalments as:-

1st instalment, at the time of admission – Rs. 12000+2160 (18% GST) = 14160/-

2nd Instalment, before 10th of October – Rs. 11000+1980 (18%GST) = 12980/-

3rd Instalment, before 10th of December – Rs. 11000+1980 (18%GST) = 12980/-

4th Instalment, before 10th of February – Rs. 11000+1980 (18%GST) = 12980/-

EXAMINATION PATTERN

First Semester:

Paper I	Journalism & Mass Communication	= 100 Marks
Paper II	Marketing Management	= 100 Marks
Paper III	Advertising Theory and Practice	= 100 Marks
Paper IV	Project and skill test for 1st semester	= 100 Marks

Second Semester:

Paper V	Marketing Research and applied psychology	= 100 Marks
Paper VI	Press Laws & Media Ethics	= 100 Marks
Paper VII	Creative Advertising for Media	= 100 Marks
Paper VIII	Project and skill test for 2nd semester	= 100 Marks

Total = 800 marks

To qualify for P.G. Diploma, student must secure 35% marks in individual subject and 40% aggregate. He/She must attend 70% of the classes. And submission of all assignments are compulsory.