One year P.G. Diploma in Marketing & Advertising (ADM) – Evening Classes

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 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

Time : 6.15pm. to 7.45pm
5 days in a week

Duration: One Academic year of 10 months

Fee : Rs. 45000/- (This includes GST applicable). You can pay in two equal instalments.

EXAMINATION PATTERN

The Programme is divided into two semesters, and there will be an examination at the end of each semester. All group activities and project work is compulsory.

First Semester
Paper I to Paper IV, towards end of 1st Semester.

PI	Journalism & Mass Communication	= 100 Marks
PII	Marketing Management	= 100 Marks
PIII	Advertising Theory and Practice	= 100 Marks
PIV	Project and skill test for 1st semester (Classroom work 100 Marks + Project 100 Marks)	= 200 Marks

Second Semester
Paper V to Paper VIII, towards end of 2nd Semester

PV	Marketing Research and applied psychology	= 100 Marks
PVI	Creative Advertising for Media	= 100 Marks
PVII	Management of Media Business	= 100 Marks
PVIII	Project and skill test for 2nd semester (Classroom work 100 Marks + Project 100 Marks)	= 200 Marks

Total Marks = 500 (First Semester) + 500 (Second Semester) = 1000 Marks

To qualify for Diploma student must secure 35% marks in individual subject and 40% aggregate. He/She must attend 80% of the theory and practical classes. And submission of all assignments and projects are compulsory.