



SARDAR PATEL UNIVERSITY
VALLABH VIDYANAGAR
Programme - PGDMM



STRUCTURE WITH EFFECT FROM:2018-19

Post Graduate Diploma in Marketing Management

Course Type	Course No.	Name of the Course	External	Internal	Total
3 Core Courses	Paper- I	Fundamentals of Marketing Management. [FMM]	70 /28	30/10	100/40
	Paper-II	Consumer Behaviour & Customer Relationship Management [CB&CRM]	70 /28	30/10	100/40
	Paper-III	Advertising [Adv]	70 /28	30/10	100/40
Elective Course (Any One)	Paper-IV	Rural Marketing [RM] OR Service Marketing [SM] OR International Marketing [IM]	70 /28	30/10	100/40