

PROGRAMME PROJECT REPORT
POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT
(PGDMM)

A) Programme's Mission & Objectives -

Mission Statement:

Dr.C.V. Raman University's Institute of Open & Distance Education focuses on providing quality education through distance learning, matching with the parameter of regular programme and producing capable business leaders who are prepared with the necessary management & research skills to make high-quality business decisions in either an entrepreneurial or staff capacity.

We are aiming to teach the evolution in marketing principles in line with global and domestic practices, changing trends in society, impact of technology on the marketing function and the expectation of industry & students.

Objectives:

To cater to the requirements of the individuals who wish to pursue their studies in the field of marketing and to inculcate relevant competencies for various stages of their marketing career and to enhance their skills needed to be effective and vibrant marketing professionals.

B) Relevance of the program with University's Mission and Goals -

Dr.C.V.Raman University aims to provide high standard of liberal education to its students, catering to their intellectual growth, personality development & nurtures them to be responsible adults committed to high ethical standards through various courses offered from different fields like commerce& management, science, arts, etc in regular mode as well as Open & Distance Learning mode.

Post Graduate diploma in Marketing Management offered in Open & Distance Learning mode is one such course of greater significant which not only helps those individuals who cannot attend classes regularly, provides an opportunity to upgrade the knowledge, qualification & can attain growth in terms of intellectuality, professionally & personally in the field of marketing.

C) Nature of prospective target group of learners -

This program is specifically designed to cater the need of students who are not able to study through regular mode. Working Professional, Housewives, Students from rural area, Students who do not

wish to prefer regular courses due to various reasons & Students who cannot afford costly regular courses are our target group learners.

D) Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence -

On completion of the programme, the students will have developed:

- Demonstrate advanced management knowledge and how it links to the discipline of marketing.
 - Understand the requirements of, and take full responsibility for, a senior marketing management position, and lead a marketing team in an organization.
 - Conduct an assessment of an organization's internal conditions and capabilities, as well as the external environment, and link its resources with desirable marketing options.
 - Demonstrate an advanced understanding of the national and international economic context and systems within which organisations operate and link these to marketing opportunities.
 - Critically select and evaluate information and processes for the purpose of designing a strategic marketing plan.
 - Develop and implement an advanced strategic marketing plan and communicate it to relevant role players.
 - Produce and communicate information in a business environment with respect to conventions around intellectual property, copyright and plagiarism.
 - Evaluate the success of strategic marketing process as an input for future decisions.
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- Master life-long learning strategies in the field of marketing management.

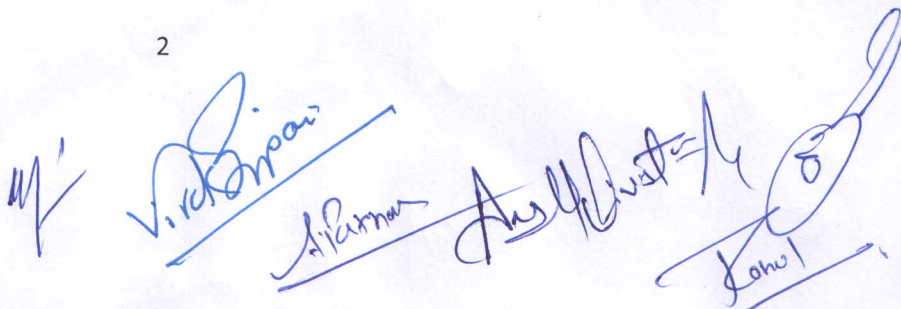
E) Instructional Design-

Curriculum Design, Detailed Syllabi & Duration of Program:

PGDMM Program offered is open for students graduated in any discipline

Credit Points:

All courses offered by us carry a certain value in terms of credit-points. A credit point is a way of expressing the learning hours required to study a certain unit, in a book or a course. Generally, one credit point is considered equivalent to about 30 learning hours. These learning hours could mean the time you spend in face to face counseling, self study, practical, assignment, project, participating in discussions on the topic, listening to audios, viewing especially prepared videos, etc. That means for 2 credit points student has to undertake 60 hours of learning per subject & for 3 credit points student has to undertake 90 hours of learning. Programme structure for PGDMM are clearly mention below.



POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT (PGDMM)

Duration - 12 Months

Eligibility - Graduate in any discipline

Scheme of Examination

Course Code	Name of the Course	Credit	Total Marks	Theory		Practical/Project Report		Assignments/Project Viva voce	
				Max	Min	Max	Min	Max	Min
Semester-I (Compulsory)									
1PGDMM1	Management Process and Organizational Behavior	5	100	70	28	-	-	30	12
1PGDMM2	Marketing Management	5	100	70	28	-	-	30	12
1PGDMM3	Consumer Behaviour	5	100	70	28	-	-	30	12
Total aggregate required to pass			300	210	84	-	-	90	36
Semester-II (Choose any two courses) & Project is compulsory									
2PGDMM1	Service Marketing	5	100	70	28	-	-	30	12
2PGDMM2	advertising & Sales Promotion	5	100	70	28	-	-	30	12
2PGDMM3	Retail & Rural Marketing	5	100	70	28	-	-	30	12
2PGDMM4	International Marketing	5	100	70	28	-	-	30	12
2PGDMM5	Project Work & Viva Voce	7	100	-	-	70	28	30	12
Total aggregate required to pass			300	140	56	70	28	90	36

Evaluation Scheme-

1. 40% in each theory, practical & internal assessment and also total aggregate marks for passing is 40%

2 Total Project Marks is 100 in which 70 marks for project report and 30 marks will be for project viva.

Duration-

This programme has duration of one year although student may complete the programme gradually within a maximum period of 3 year.

Medium -

English/Hindi shall be the medium of instruction and the examination may be written in Hindi or English as per the medium selected.

Requirement of faculty and support staff -

We have recruited two faculty members (full time-dedicated for ODL courses) of Associate and Assistant Professor Level for the above mentioned programme. Supporting staffs shall be deputed at the learner support centre as per need of the course curriculum.

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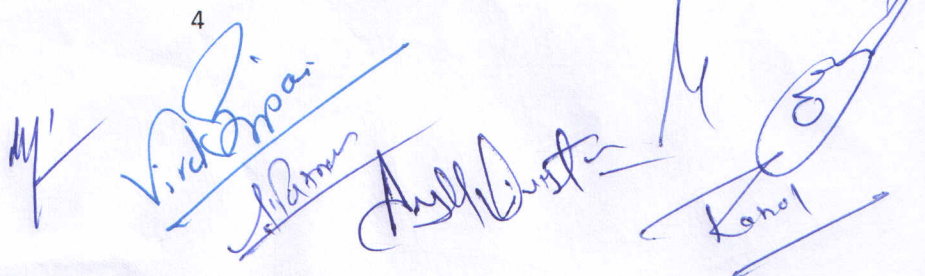
Instructional delivery Mechanism & Usage of media for distance learning-

The methodology of instruction in the distance learning mode in the University is different from that of the conventional regular programs. The system adopted for this is more learner-oriented and the learner is an active participant in the pedagogical (teaching & learning) process. Most of the instructions are imparted through distance education methodology and face-to-face mode as per requirement.

The programme delivery methodology used in the distance learning mode follows a multimedia approach for instruction, which comprises:

- **Self-Instructional Written Material:** The printed study material (written in self instructional style) for both theory and practical components of the programs is supplied to the learners in batches for every course.
- **Audio-Visual Material Aids:** The learning package contains audio and video CDs which have been produced/adopted by the University for Better Clarification and enhancement for understanding of the course material given to the learners. A video programme is normally of 25-30 minutes duration. The video cassettes are screened at the learners support centre during specific sessions which are duly notified for the benefit of the learners.
- **Counseling Session:** Normally counseling sessions are held as per schedule drawn by the IODE DR. CV RAMAN UNIVERSITY. These are mostly held outside the regular working hours of the learner support centre.
- **Teleconferences:** Live teleconferencing sessions are conducted via Internet/ satellite through interactive Video Conferencing facility (available at some places) from the University studios, the schedule of which is made available at the learner support centre.
- **Industrial Training/ Practicals/ Project Work:** Some programmes have industrial training/practical/ project component also. Practicals are held at designated institutions for which schedule is provided by the learner support centre. Attendance at practicals is compulsory. For Project Work, comprehensive project guide, in the form of booklet, is provided to the student along with the study material.
- The printed study materials will be dispatched periodically to the enrolled students for each paper of study. These materials will be as guide for the students for effective learning. The assignment for internal assessment shall also be dispatched along with the study material. Online modules are also available for some courses. These are in progress and as and when available, these will be available on the website of the students for registered candidates.
- The counseling sessions will be of 30 days duration for a course in a year. The actual schedule and place of contact program shall be announced and communicated to students in – time.

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Nature of Contact Classes: During the contact sessions, the counselors are supposed to guide/discuss with the students, based on the course material. The students can solve their difficulties by discussing with their colleagues as well as with the counselor during contact sessions. Apart from this contact sessions, students will have to attend practical as well as various training schedule conducted by the respective learner support centre.

- **Learner Support Services:**

Dr. C V Raman University Institute of Open And Distance Education has a fully fledged Learner Support Division (LSD) to provide guidance and help to its students. Necessary information is passed on to the registered student through modern means of communication as SMS, website and e-mail. For the convenience of learner, computer, photocopy machine, internet, WIFI facilities etc has also been provided. The learner support division has a web centre and learners could seek clarifications regarding problems by messaging on 56161. Bulk SMS are sent to learners regarding their registration detail, dispatch of study, material time table for contact class, submission of examination forms, examination schedule etc. from time to time. Important information and necessary material are also sent through e-mail and through regular post. Website of Dr. C.V. Raman University," www.cvr.u.ac.in" also provides information about the various programme being offered by the institute of open and distance education, the syllabus, assignment, programme guide.

Counseling & Study Structure :

The counseling & study structure for PGDMM programme is as below

COUNSELING AND STUDY STRUCTURE

Sl. No.	Course Code	Title of the Course	Credit	Total Hours of Study	Counseling and Study Structure (hours)				Project
					Face to Face Counseling	Self study	Practical	Assignments	
Semester I (Compulsory)									
1	1PGDMM 1	Management Process and Organization Behavior	5	150	20	85	-	45	
2	1PGDMM 2	Marketing Management	5	150	20	85	-	45	
3	1PGDMM 3	Consumer Behavior	5	150	20	85	-	45	
Semester II (Choose any two courses) & Project is Compulsory									
4	2PGDMM 1	Services Marketing	5	150	20	85	-	45	
5	2PGDMM 2	advertising & Sales Promotion	5	150	20	85	-	45	

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6	2PGDMM 3	Retail & Rural Marketing	5	150	20	85	-	45	
7	2PGDMM4	International Marketing	5	150	20	85	-	45	
8	2PGDMM5	Project & Viva	7	210	-	-	-	-	210

F) Procedure for admissions, curriculum transaction & evaluation-

Admission Policy for PGDMM with minimum eligibility & fee structure:

Admission to PGDMM programme shall be through merit and/or , entrance test as per rules of the university. A candidate seeking admission to one years PGDMM programme should have a graduate / postgraduate degree in any discipline from any statutory university. All the procedure of admission for the programme will be done through online mode. Application will be invited by the university with it stipulated time period where students have to apply for the same with all their testimonials and required fees.

Sl.	Course	Fee charged for complete programme
1.	PGDMM	13500 (AS PER PROSPECTUS)

Financial Assistance:

E-scholarship is provided to SC/ST students As per norms of the Govt. of Chhattisgarh authorized schemes

Evaluation System:

The system of evaluation in Open & Distance Learning System is also different from that of conventional system. CVRU has a multi- tier system of evaluation given as follows:

1. Self –assessment exercises within each unit of study.
2. Continuous evaluation mainly through assignment which are tutor marked, practical assignments & seminar/workshops/ extended contact programmes.
3. Term End Examinations.

The evaluation of learners depends upon various instructional activities undertaken by them. A learner has to write assignment responses compulsorily before taking term-end examination from time to time to complete an academic programme. A learner has to submit TMA responses to the learner support centre established by IODE Dr. C V Raman University. A learner should keep duplicate copies of assignment responses of TMA that may be required to be produced at Student Evaluation Division on demand. Term-end examination will be conducted at various examination

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centre approved by institute of open and distance education Dr C V Raman university spread all over the Chhattisgarh.. The weightage for Term End Examination will be 70% and weightage for Internal Assessment will be 30 % for this programme.

- (a) Internal Assessment (Continuous Assessment i.e. Home Assignment): 30 % weightage .
- (b) Term End Examination - 70 % weightage

Term End Examination	70
Internal Assessment	30
Total Marks	100

The University conducts Term-end Examination in semester system & held in the month of Nov/Dec and may/June every year. Students will be permitted to appear in term-end examination subject to the conditions that:

- 1) Registration for the courses, in which they wish to appear is valid,
- 2) Minimum Time to pursue these courses is elapsed &
- 3) Submission of required number of assignment in respective courses by the due date.

(c) Project Work

Project work carrying 100 marks has to be done under the guidance of a Project supervisor. Students has to prepare project report under the guidance of project guide allotted by the university. Viva-voce will be conducted in the presence of an external examiner.

G) Requirement of the laboratory support and library resource -

Laboratory is not required as a part of this curriculum. Resources in the form of reference books and journal will be made available to the learner in the reference library (IODE) and university central library which they can access for gaining knowledge.

H) Cost estimates of the programme and the provision -

This programme was already designed and developed in the year 2009-10. In this process of development considering today's scenario, the current cost estimate which includes developmental cost, delivery cost & maintenance cost for this programme comes to amount of Rs 747100 and provision is made of Rs 775000.

I) Quality assurance mechanism and expected programme outcomes -


The Centre for Internal Quality Assurance & Department of Management Studies of the University is accountable for regular monitoring of programme by continuous updating of the curriculum and

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syllabus. According to feedback provided by stakeholders including learners on continuous basis, a suitable action plan for PGDMM programme will be developed and duly incorporated into the teaching and delivery system. The Feedback from all stakeholders in terms of its relevance and appropriateness in catering to the need of the society, economy and environment are also considered in these key aspects.

Expected Outcomes of Programmes:

- To acquire general knowledge, principles and mechanisms of Marketing Management.
- To acquire techniques relevant to courses taught.
- To provide the practical exposure and knowledge acquiring skill.
- To create and develop the presentation skill in seminar/ conference.


Vinod Kumar
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(Arvind Tiwari)

Gaurav Shukla
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(Dr. R. P. Dubey)