EXECUTIVE DIPLOMA IN MARKETING MANAGEMENT

Marketing is the prime mover of any corporate enterprise or business organization. In most contexts, market is critical not only as a determinant of the type, scale, and location of production but also as a driver of process and technology innovations. With increasing competition, these roles of market are also undergoing rapid and transformation. Globalization process and technological changes have widened the traditional scope of marketing with newer concepts such as: Customer Relationship Management, Rural Marketing, Retail Marketing, Services Marketing, Niche Marketing, and E-marketing. These changes have made marketing as a very rich and more complex segment of business today.

Course Objective:

To the meet the evolving functional requirements of working executives in marketing spheres as well as those opting for marketing as a career. The Programme will help to master the emerging concepts and contemporary practices in marketing management.

Course Content:

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Credits</th>
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<tbody>
<tr>
<td>1. Marketing Management</td>
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<tr>
<td>2. Sales and Distribution Management</td>
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<td>3. Product and Brand Management</td>
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<table>
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<th>Second Semester</th>
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<tr>
<td>4. Strategic Marketing Management</td>
<td>4</td>
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<tr>
<td>5. Integrated Marketing Communication</td>
<td>4</td>
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<tr>
<td>6. International Marketing</td>
<td>2</td>
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<tr>
<td>7. Marketing of Services</td>
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EXECUTIVE DIPLOMA PROGRAMMES

LIBA offers the following one-year diploma programmes, both on week days and weekends to suit the needs of diverse people. These programmes focus on select domains and equip the students with expertise in the chosen domains. The different programmes are outlined below:

I. Week Day programmes: Classes for these programmes are held in the evenings between 6.45 p.m. and 8.30 p.m. from Monday to Wednesday
• The 4 credit courses will have 18 sessions of one hour and 45 minutes each and the 2 credit courses will have 9 sessions of one hour and 45 minutes each.

• Banking Management
• Financial Management
• Human Resource Management
• International Business Management
• Marketing Management
• Executive Diploma in Business Intelligence and Predictive Analytics (Will be on Thursday, Friday & Saturday)

II. Week End Programmes: Classes for these programmes will be conducted on Saturdays & Sundays during the day.

Each course will have 16 sessions of one hour 30 minutes each, and classes will be conducted during weekend.

• Logistics and Supply Chain Management

Highlights of the Programme

• Streamlined and well programmed to provide the best inputs in management education.

• Designed to impart knowledge, sharpen personal and managerial skills and also widen and deepen the knowledge base in the area of specialization.

• Inculcates the right attitude and values essential for creating competent managers.

• Distinguished faculty closely involved in the personal and professional development of each student.

• Course content constantly revised and updated through feedback and evaluation in order to respond to the challenges and needs of the business world.

• Instills triggers for each risk; triggers are indicators or symptoms of actual risk events. Potential responses to each risk in students a commitment to be socially responsible.

• Offered by LIBA, a reputed management institute, run by Jesuits with 450 years of experience in education all over the world.
IMPORTANT DATES

❖ Applications will be available from April 2015.

❖ June 11, 2015 (Thursday) is the Last Date for Submissions of Filled-in Applications

❖ On June 13/14, 2015 (Saturday/Sunday) Interview for Executive Diploma Programme will be conducted.

❖ On June 29, 2015 (Monday) Regular Classes will commence.

ADMISSIONS

An applicant must possess a bachelor’s degree with at least 50% marks in the aggregate in any discipline; or any professional qualification recognized as equivalent to a bachelor’s degree. Final year degree students taking their examinations by June 2015 can also apply. However, candidates with work experience will be preferred.

For more information contact Admission Office at LIBA.

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