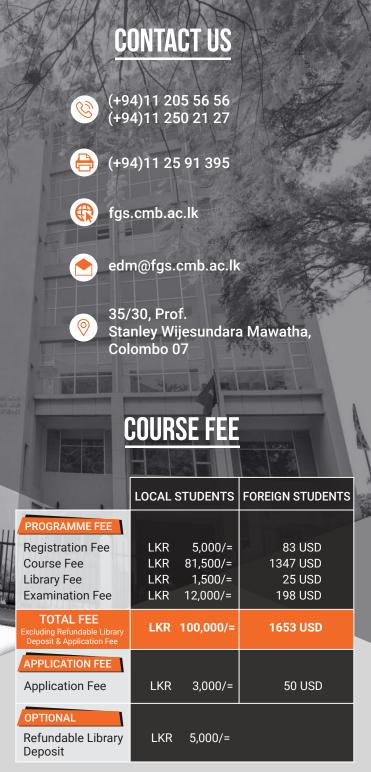
Dean Faculty of Graduate Studies

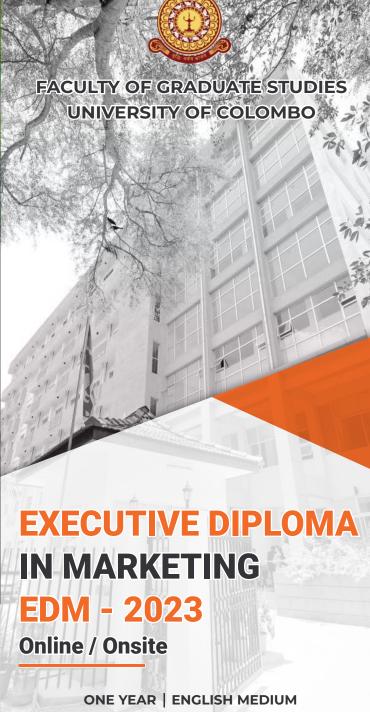
Professor A.A. Azeez

Director of Studies

Professor K. Dissanayake







WEEKEND PROGRAMME



INTRODUCTIONS

The Executive Diploma in Marketing will attempt to bridge the gap between the academic knowledge gained at tertiary education or industrial experience by exposing the candidates to approaches and material relating to current management needs in the competitive area of business. The EDM is an invaluable qualification as it fulfils the present expectations of employers in the private sector who demand qualifications and training beyond the G.C.E. Advanced Level (A/Level) education.

OBJECTIVES

- I. Provide an opportunity for the participants to acquire marketing related knowledge and skills via flexible methods by using most modern e-learning techniques in virtual classrooms.
- II. Provide participants with a comprehensive coverage of theory and practice in the field of marketing and its operational areas.
- III. Provide an opportunity for participants to develop their knowledge and skills with respect to specialist areas of marketing activity, especially those which deem to be in inadequate supply currently.

ADMISSION REQUIREMENTS

- ⊗ Six passes in the G.C.E. (O/L) Examination and five years Executive experience relevant to the subject matter of the Diploma; OR
- Seven years experience in the relevant field recommended by a professional in the field; AND
- ② A good working knowledge of English.

HOW TO APPLY

Application form can be downloaded from the Faculty website fgs.cmb.ac.lk. Completed application form along with the certified copies of National Identity Card, Birth Certificate, relevant educational and professional qualifications and work experience (if any) and payment slips should be scanned and sent via email (edm@fgs.cmb.ac.lk). In addition, the photo copies of original certified documents should also be sent through the registered post to reach the Senior Assistant Registrar, Faculty of Graduate Studies, University of Colombo, No 35/30, Prof. Stanley Wijesundara Mawatha, Colombo 07 on or before 10th December 2022. Please mention the programme name on the left side of the envelope.

Application fee of LKR 3,000/= (Local Students)/ 50 USD (Foreign Students) can be paid by using the code 318820900001 through any People's Bank Branch or by using the online payment portal (pay.cmb.ac.lk).

COURSE MODULE

FIRST SEMESTER

Core units;

EDM 101: Fundamentals of Marketing

EDM 102: Economics Concepts for Marketing

EDM 103: International Marketing

Elective Seminar Units;

EDM 107: Services Marketing

EDM 108: Business-to-business Marketing

EDM 109: Sales Management

SECOND SEMESTER

Core units:

EDM 104: E-Marketing

EDM 105: Consumer Behaviour

EDM 106: Marketing Information and Research

EDM 114: Project Report

Elective Seminar Units;

EDM 110: Project Management in Marketing

EDM 111: Brand Management

EDM 112: Promotion and Advertising

EDM 113: Business Law