

INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
Planning & Development Division

IG/P&DD/Launch/2022  
December 26, 2022 | 826

Academic Programme Launch Notification No. 91  
Post Graduate Diploma in Marketing Management (PGDIMM)

With the approval of Competent Authority, the Post Graduate Diploma in Marketing Management (PGDIMM) will be offered through ODL mode from January, 2023 session. The details of the Programme are as under:

**Eligibility:** Any graduate (Including Chartered Accountancy/ Cost Accountancy/ Company Secretaryship) with 50% marks for general category/ 45% for reserved category as per government of India rules.

**Medium of Instruction:** English

**Duration:** Minimum 1 Year & Maximum 3 Years

**Fee Structure:** ₹ 20,000/- (Total)

**Programme Details:** Total Credits 36

**Study Materials:** Print and Digital

**Expected Enrolment:** 2000

**Courses:**

Course Code	Course Title	Nature of Course	Credits
<b>1<sup>st</sup> Semester</b>			
MMPC-001	Management Functions and Organizational Processes	Compulsory	4 credits
MMPC-006	Marketing Management	Compulsory	4 credits
MMPM-001	Consumer Behaviour	Elective	4 credits
MMPM-002	Sales Management	Elective	4 credits
MMPM-003	Product and Brand Management	Elective	4 credits
MMPM-009	Retail Management	Elective	4 credits
<b>2<sup>nd</sup> Semester</b>			
MMPM- 005	Marketing of Services	Elective	4 credits
MMPM- 004	International Marketing	Elective	4 credits
MMPM- 007	Integrated Marketing Communication	Elective	4 credits
MMPM- 006	Marketing Research	Elective	4 credits

\*Choose any seven courses from the electives.

**Details of Approval in the Academic Council:** Approved in The 59<sup>th</sup> ACSC held on 30<sup>th</sup> November, 2022

**Programme Coordinator & Contact Details :** Mr. T.V.Vijay Kumar, Associate Professor,  
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*Neeti Agrawal*  
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Director, P&DD

To  
Directors of Schools, Head of Divisions  
AR, VCO & PS to all PVCs