

## Diploma in Marketing (DIM)

**Duration** : 4 Semesters

**Course Units:** 21

**Department:** Entrepreneurship and Economics

**School** : Business and Economics

### Course Structure

Course Code	Course Title	Semester	Credit	Lecture Hour (hrs/week)
DUCU 1101	Communication Skills	1	3	3
DUCU 1102	Co-operative Philosophy and Psychology	1	3	3
DUCU 1103	Computer Application	1	3	3
DMBA 1101	Principles of Accounting	1	3	3
DUCU 1104	Foundation of Mathematics	1	3	3
DUCU 1105	Life Skills	1	3	3
DMDM 1101	Principles of Marketing	1	3	3
DMBA 1102	Principles and Practice of Management	2	3	3
DUCU 1106	Development Studies and Ethics	2	3	3
DUCU 1107	Research Methods	2	3	3
DMDM 1102	Consumer Behaviour	2	3	3
DMDM 1104	International Marketing	2	3	3
DMDM 1105	Brand Management	2	3	3
DMPR 1104	Psychology	2	3	3
DMHR 1203	General Economics	3	3	3

DMDM 1201	Marketing Communication	3	3	3
DMDM 1202	Strategic Marketing	3	3	3
DMBA 1201	Business Law	3	3	3
DMDM 1203	Marketing Research	3	3	3
DMDM 1204	Sales Management	3	3	3
DUCU 1201	Entrepreneurship Skills	3	3	3
DUCU 1202	Industrial Attachment	4	3	3