

Bharatiya Vidya Bhavan's
Sardar Patel College of Professional Studies
One year P.G. Diploma in Advertising & Marketing (ADM)

Marketing can be described as a process that involves all such activities that ensure the supply of Goods and Services from the producer to consumer. A viable Marketing involves a service of decision making at various levels right from Production, Handling, Storage, Packaging, Transportation, Advertising, etc. to the final stage of sale to the consumer. Here producer expect required profit and steady growth in business while consumer expect customer satisfaction and good after sales service. Now understand that, marketing team takes care of both. To overcome competition, Advertising plays important role. It can be done through Newspapers, Magazines, Road side Hoardings, Radio, Television and a Social Media. Perfect planning is required at each stage to make required amount of profit. This is what you learn and practice in P.G. Diploma in Marketing and Advertising. Most important is to develop your managerial skills, decision making quality and presentation technique, to make successful career in this area. Student must work very hard on assignments and projects along with all theoretical knowledge of Marketing & Advertising. Joining this Career is not only challenging and satisfying but offers good amount of earnings too.

Scope: Plenty of job opportunities in Dept. of Marketing, Advertising and Sales with manufacture, distributors, sales organizations, fabricators, and exporters. Bhavan's College will organize internship training to deserving candidates and job assistance as per availability.



Eligibility : Graduation or Equivalent

Time : 3 hrs. Per day – 5 days in a week

Duration : One Academic year of 10 months

Fee : Rs. 65,000/- plus GST as per Govt. Rules. You can pay in Four Instalments or Rs. 60,000/- (+GST) in Lumpsum.

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EXAMINATION PATTERN

The Programme is divided into two semesters, and there will be an examination at the end of each semester. Also there will be evaluation test at the end of every month as a one paper covering all subjects and topics of theory and practical covered during that month of study. Marks of these internal examinations will be notified on final marksheet.

Group A – Internal Examinations: Internal examinations as Monthly Evaluation Tests and Assignments will be held at the end of September, October, November, January, February, March & April.

Students must appear and pass in minimum 5 Evaluation tests and minimum 5 assignments.

Each Evaluation tests of 50 marks X 5 papers	= 250 marks
Each assignment of 50 marks X 5 assignments	= 250 marks
Total (Group A)	= 500 marks

Group B – Final Examinations

Paper I to Paper V, towards end of 1st Semester.

Paper VI to Paper X, towards end of 2nd Semester

PI	Journalism & Mass Communications	= 50 Marks
PII	Marketing Management	= 50 Marks
PIII	Marketing Research & Applied Psychology	= 50 Marks
PIV	Corporate Communication	= 50 Marks
PV	Theory of Art & Production	= 50 Marks
PVI	Media & Society	= 50 Marks
PVII	Creative advertising for Media	= 50 Marks
PVIII	Media Ethics – Press Law as per Constitution of India	= 50 Marks
PIX	Computer Application for Art & Production	= 50 Marks
PX	Life Management	= 50 Marks
Total (Group B)		= 500 marks

Group C – Other Evaluations

1. Participation in Practicals & Projects during 1st semester = 100 marks
2. Participation in Practicals & Projects during 2nd semester = 100 marks
3. Practical Examination in the month of December = 50 Marks
4. Practical Examination in the month of April = 50 Marks
5. Skill Test in December = 50 Marks
6. Skill Test in April = 50 Marks
7. Internal Assessment as per attendance, general behaviour, sincerity in class work, homework, submission etc. = 100 marks

Total (Group C) = 500 marks

Group A	+	Group B	+	Group C	=	(Total)
500	+	500	+	500	=	1500 marks

To qualify for Diploma student must secure 35% marks in individual subject and 40% aggregate. He/She must attend 80% of the theory and practical classes. And submission of all assignments are compulsory.