

Diploma in Marketing



Course Outline

Diploma in Marketing

The Program Structure:

Course Code	DIP: First Semester Courses	Credit
MKT 101	Communication Skills	2
MKT 102	Principle of Selling	3
MKT 103	Principle of Purchasing	3
MKT 104	Government-Business Relations	2
MKT 105	Accounting for Managers	5
MKT 106	Introduction to Economics	5
TOTAL CREDITS		20
Course Code	DIP: Second Semester Courses	Credit
MKT 111	Problem Analysis & Statistics	2
MKT 112	Introduction to Management	3
MKT 113	Introduction to Marketing	3
MKT 114	Information & Communication Technology	2
MKT 115	Entrepreneurship	5
MKT 116	Introduction to Psychology	5
TOTAL CREDITS		20

Application processing, admissions and registrations for the new Academic Session are currently in progress.



IICSE University
...a liberal arts education

Applications for the program:

Applications for this program are made online by going to www.iicseuniversity.org/apply.html

