



Creating a World of Leaders

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# EXECUTIVE DIPLOMA IN MARKETING MANAGEMENT

## Course Description

Marketing Management identifies market opportunities and comes out with appropriate strategies for exploring those opportunities profitably. It has to implement marketing program and evaluate continuously the effectiveness of marketing-mix. It has to remove the deficiencies observed in the actual execution of marketing plans, policies, and procedures. It looks after the marketing system of the enterprise. Management is the process of getting things done in an organized and efficient manner. Marketing management aims at efficient operation of marketing activities. Marketing management smoothen the process of exchange of ownership of goods and services from seller to the buyer.



**Duration :**  
Regular (1 Year)  
Fast Track (3 Months)



**Eligibility:**  
12th Pass/Above



**Work Experience:**  
2 Years

The right & deemed fit students will be provided with 100% placement assistance



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## ABOUT US

N.I.M.S is a division of Norwich Group based in South India for more than a decade. Norwich Institute of Management Studies helps in training, online courses and online exams. All the Certificates are affiliated from International Council of Distant Education (ICDE). All the online courses and exams will be well monitored by the institution and, the provided certificates are ISO certified and can also be used for International Travel and study based programs.

## Our Subjects

- Essentials of Management
- Marketing Management
- Consumer Behaviour
- Advertising Management
- Marketing Research

## Exam & Duration:

**Online Exam: 2 hours/paper**

**Total Fees For Indian Residents : Rs. 33040**

**Total Fees For Foreign Residents : US \$ 560**