

MARKETING MANAGEMENT

The first two years of the degree focuses more on developing requisite communication skills, will also be enable the student to gain an overall conceptual grasp of the theoretical academic content. This result in forming a solid base on which to develop an understanding of the advanced modules presented in later years. The Higher Diploma level covers a broader range of theory, equipping the student with the knowledge and skills necessary to work in industry at an executive level.

Marketing management emphasizes on the importance of converting an organization's entire system into a customer focused entity. Students are able to gain an entirely new perspective of both the organization and the customer. Complete with universally applicable fundamentals, the course will provide students an in-depth knowledge of marketing, as practices in today's competitive business environment.

CAREER OPPORTUNITIES

- Marketing Managers
- Sales/ Marketing Executives
- Managers (Customer Relations)
- Brand Executives/ Brand Managers
- Digital Marketing Executives
- Public Relations Specialists
- Lecturers / Academics
- Merchandisers
- Online Marketing Analysts
- Marketing Specialists
- Tele Marketing Executives
- Clients Servicing Executives
- Research Executives
- Management Trainee- Marketings

ENTRY REQUIREMENTS

Passes in three subjects (in any subject stream) at the G.C.E. A/L Examination (Sri Lanka / London) in one and the same sitting and a pass at the aptitude test conducted by SLIIT.

The first three semesters of the programme is common for all the specializations. On completion of the Higher Diploma students may choose this specialization and may proceed with third and the final year.



YEAR ONE

SEMESTER 01

BM1011	Learning and Study Skills	01
BM1012	Principles of Management	03
BM1030	Microeconomics	03
BM1014	Business Mathematics	03
BM1015	Information Technology for Business	03
BM1016	English Language Skills	02

SEMESTER 02

BM1041	Self-Management	01
BM1042	Macroeconomics	03
BM1043	Financial Accounting	03
BM1044	Legal & Political Environment in Business	03
BM1045	Human Resource Management	03
BM1046	Business Communication	02

YEAR TWO

SEMESTER 01

BM2011	Personal Development Planning	01
BM2012	Organizational Behavior	03
BM2013	Business Information Systems	02
BM2014	Principles of Marketing	03
BM2015	Business Statistics	03
BM2016	Operations Management	03

SEMESTER 02

BM2071	Leadership and Teamwork	01
BM2072	Business Negotiation	02
BM2173	Consumer Behavior	03
BM2174	Integrated Marketing Communication	03
BM2175	Sales Management	03
BM2176	Services Marketing	03

YEAR THREE

SEMESTER 01

BM3011	Career Readiness and Business Etiquettes	01
BM3012	Business Ethics & Values	02
BM3514	Business Law	03
BM3111	Retail and Omnichannel Management	03
BM3112	Marketing Analytics & Decision Making	03
BM3214	Advertising	03

SEMESTER 02

BM3061	Business Research Methods	03
BM3031	Business Internship	06
BM3121	Digital Marketing	03
BM3122	Event Management	03

YEAR FOUR

SEMESTER 01

BM4011	Comprehensive Research Project	09
BM4012	Strategic Management	03
BM4111	Strategic Brand Management	03
01 Elective		
BM4112	Industrial, Government and Agricultural Marketing	03
BM4113	Logistics and Supply chain Management	03

SEMESTER 02

BM4121	The Entrepreneurial Marketers	04
BM4122	Social and Sustainable Marketing	04
BM4123	Global Marketing	04