

Admission Requirements

The minimum entry requirements for the EDM shall be as follows :

(a) Degree or a Professional qualification from a recognized University/Institution

Or

(b) Three passes in the G.C.E. (A/L) with three years' Executive experience

Or

(c) Six passes in the G.C.E. (O/L) with five years Executive experience

Or

(d) Seven years experience in a relevant field with a strong recommendation

Admission Procedure

Candidates will be selected in an Interview from among those who apply in response to an advertisement published in national newspapers, by the Faculty of Graduate Studies.

The decision of the University Senate will be final in respect of selections

Fees

Application fee	Rs.
2,000.00	
Registration fee	Rs.
5,000.00	
Tuition fees	Rs.
76,500.00	
Library fee	Rs.
1,500.00	
Examination fee (2000/- per paper)	Rs.
12,000.00	
Library deposit (Refundable)	Rs.

How to Apply

Application forms can be obtain from Deputy Registrar, Faculty of Graduate Studies or downloaded from the FGS web site (**Web site: fgs.cmb.ac.lk** and payment of Rs. 2,000/- can be made by using the **318-8108-0000-3** code number to any peoples' bank branch. Completed application forms must be sent to the Deputy Registrar, Faculty of Graduate Studies on or before **19th March 2017**.

Teaching Faculty

Dean/Faculty of Graduate Studies

Professor Nayani Melegoda Ph.D. (Leeds,UK)

Course Coordinator

Dr. K Kajendra PhD (Delhi)

Resource Persons

Professor Pradeep Randiwela, UOC

Dr. K. Kajendra, UOC [PhD(India)]

Dr. Dilina Herath, ESoft Metro Campus [PhD (Newport)]

Dr. Pradeep Dharmadasa, UOC [*PhD (Bond)*]

Dr. Maduka Udunuwara, UOC

Mr. Sarath Jayasinghe, UOC

Mr. W.G. Pramaratne, UOC

Mr. Chandana Wijekoon, UOC

Mr. Hafeez Rajudin [MBA (SJSU)]

Information

Tel. No: (+94)112 055 656
(+94)112 158 084 / (+94)112 158 086

Hot Lines: 0711 665 665 / 0777 858 858

Fax: (+94)112 591 395

Web: fgs.cmb.ac.lk



UNIVERSITY OF COLOMBO

FACULTY OF GRADUATE STUDIES

Executive Diploma in Marketing

SLQF level—02
No. of Credit—30

2017
One Year

Introduction

In a competitive business environment, an effective strategic Marketing unquestionably helps to strengthen the businesses. Thus, Faculty of Graduate Studies, University of Colombo offers its novel study programme, the Executive Diploma in Marketing (EDM) for knowledge and skill development in the field of marketing at intermediate level.

With this knowledge, the participants could gain better employment in a marketing position in the business world, or continue with higher studies.

The curriculum is highly focused to mirror the challenges of the globalized world. It appropriately adopts Problem-based Learning as the primary teaching methodology to promote student-directed learning that will better equip them with the industry.

EDM will provide you an opportunity to apply for exemptions from certain subjects in Professional examination in marketing

The EDM Target Group

It is designed for candidates who are involved in managing the marketing process at an operational level, as well as those who are looking to build on the knowledge gained at the higher diploma level. Thus the fundamental aim is to provide a Marketing course that will help business practitioners, engineers, and executives to understand marketing

concepts and skills, and to apply them to real business practices.

Objectives of the EDM Programme

Provide acceptable qualification and exposure for those who expect to follow further studies in business management at the postgraduate level such as the current Postgraduate Diploma in Business Management (PGDBM) at the FGS.

Provide participants with a comprehensive coverage of theory and practice in the field of Marketing and its operation areas;

Enable participants to investigate the various processes involved in marketing and to be able to evaluate their effectiveness;

Provide participants with an opportunity to develop their knowledge and skills with respect to specialist areas of Marketing such as E-marketing, Sales Marketing, Advertising, Marketing Research etc.

Structure

This course is designed for one year and includes six core course modules four seminar modules and a Project report.

While core course modules will be evaluated by end of semester examinations seminar modules will be evaluated on the basis of presentations and in class assignments.

CORE COURSE MODULES

- EDM- 101 Fundamentals of Marketing
- EDM- 102 Economic Concepts for Marketing
- EDM- 103 International Marketing
- EDM- 104 E-Marketing
- EDM- 105 Consumer Behaviour
- EDM- 106 Marketing Information and Research

ELECTIVE SEMINAR MODULES

1st Semester

- EDM- 107 Services Marketing
- EDM- 108 Business-to-Business Marketing
- EDM- 109 Sales Management
- EDM- 110 Project Management and Marketing

2nd Semester

- EDM- 111 Brand Management
- EDM- 112 Promotion and Advertising
- EDM- 113 Business Law

Research Seminar

Last semester will be the Research seminar report writing period. Each candidate will be working under the supervision of a Faculty member. On consultation with the supervisor, the students shall write a report on a marketing related area using the experience of the candidate.

It shall be typed/word-processed on A4 size paper with 1 ½ line spacing and running into approximately 5,000 words, presented with the approval of