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TO GREATER
HEIGHTS**

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35/30, Prof. Stanley Wijesundara
Mawatha, Colombo 07



Registrar, University of Colombo

YOUR INVESTMENT

	LOCAL STUDENTS	FOREIGN STUDENTS
PROGRAMME FEE		
Registration Fee	LKR 5,000/=	65 USD
Course Fee	LKR 106,500/=	1374 USD
Library Fee	LKR 1,500/=	19 USD
Examination Fee	LKR 12,000/=	155 USD
TOTAL FEE Excluding Refundable Library Deposit & Application Fee	LKR 125,000/=	1613 USD
APPLICATION FEE		
Application Fee	LKR 3,000/=	40 USD
OPTIONAL		
Refundable Library Deposit	LKR 5,000/=	

(Only the local students can pay the total fee
in two installments.)



UNIVERSITY OF COLOMBO
FACULTY OF GRADUATE STUDIES



APPLY NOW

Invest now **LKR. 125,000/=** only
(for local students)

**EXECUTIVE DIPLOMA IN
MARKETING
EDM 2025**

Online Mode

ONE YEAR | ENGLISH MEDIUM

WEEKEND PROGRAMME

COMMENCEMENT: FEBRUARY 2025

**DEADLINE
EXTENDED
17 JAN 2025**

INTRODUCTIONS

The Executive Diploma in Marketing will attempt to bridge the gap between the academic knowledge gained at tertiary education or industrial experience by exposing the candidates to approaches and material relating to current management needs in the competitive area of business. The EDM is an invaluable qualification as it fulfils the present expectations of employers in the private sector who demand qualifications and training beyond the G.C.E. Advanced Level (A/Level) education.

OBJECTIVES

- I. Provide an opportunity for the participants to acquire marketing related knowledge and skills via flexible methods by using most modern e-learning techniques in virtual classrooms.
- II. Provide participants with a comprehensive coverage of theory and practice in the field of marketing and its operational areas.
- III. Provide an opportunity for participants to develop their knowledge and skills with respect to specialist areas of marketing activity, especially those which deem to be in inadequate supply currently.

HOW TO APPLY

Application form can be downloaded from the Faculty website fgs.cmb.ac.lk. Completed application form along with the certified copies of National Identity Card, Birth Certificate, relevant educational and professional qualifications and work experience (if any) and payment slip should be scanned and sent via email (edm@fgs.cmb.ac.lk). In addition, the photo copies of original certified documents should also be sent through the registered post to reach the Deputy Registrar, Faculty of Graduate Studies, University of Colombo No 35/30. Prof. Stanley Wijesundara Mawatha, Colombo 07 on or before **17th January 2025**. Please mention the programme name on the left side of the envelope.

Application fee of **LKR 3,000/= (Local Students)/ 40 USD (Foreign Students)** can be paid by using the code **318821100006** through any People's Bank Branch or by using the online payment portal. (pay.cmb.ac.lk)

ADMISSION REQUIREMENTS

- ☑ First degree from a recognized university or a relevant professional qualification acceptable to the Senate of the University; **OR**
- ☑ Three passes in the G.C.E. (A/L) Examination and three years Executive experience in a recognized firm; **OR**
- ☑ Six passes in the G.C.E. (O/L) Examination and five years Executive experience relevant to the subject matter of the Diploma; **OR**
- ☑ Seven years experience in the relevant field recommended by a professional in the field; **AND**
- ☑ A good working knowledge of English.

COURSE MODULE

FIRST SEMESTER

Core Units;

- EDM 101: Fundamentals of Marketing
- EDM 102: Economics Concepts for Marketing
- EDM 103: International Marketing

Elective Seminar Units;

- EDM 107: Services Marketing
- EDM 108: Business-to-business Marketing
- EDM 109: Sales Management

SECOND SEMESTER

Core Units;

- EDM 104: E-Marketing
- EDM 105: Consumer Behaviour
- EDM 106: Marketing Information and Research
- EDM 114: Project Report

Elective Seminar Units;

- EDM 110: Project Management in Marketing
- EDM 111: Brand Management
- EDM 112: Promotion and Advertising
- EDM 113: Business Law

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