


Dean
Faculty of Graduate Studies

Professor A.A. Azeez

Director of Studies

Professor K. Dissanayake


CONTACT US

 (+94)11 205 56 56
(+94)11 250 21 27

 (+94)11 25 91 395

 fgs.cmb.ac.lk

 edm@fgs.cmb.ac.lk

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



FACULTY OF GRADUATE STUDIES
UNIVERSITY OF COLOMBO

COURSE FEE

	LOCAL STUDENTS	FOREIGN STUDENTS
PROGRAMME FEE		
Registration Fee	LKR 5,000/=	83 USD
Course Fee	LKR 81,500/=	1347 USD
Library Fee	LKR 1,500/=	25 USD
Examination Fee	LKR 12,000/=	198 USD
TOTAL FEE Excluding Refundable Library Deposit & Application Fee	LKR 100,000/=	1653 USD
APPLICATION FEE		
Application Fee	LKR 3,000/=	50 USD
OPTIONAL		
Refundable Library Deposit	LKR 5,000/=	

**EXECUTIVE DIPLOMA
IN MARKETING
EDM - 2023**
Online / Onsite

ONE YEAR | ENGLISH MEDIUM
WEEKEND PROGRAMME



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.



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.

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 slips 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 Senior Assistant Registrar, Faculty of Graduate Studies, University of Colombo, No 35/30, Prof. Stanley Wijesundara Mawatha, Colombo 07 on or before **10th December 2022**. Please mention the programme name on the left side of the envelope.

Application fee of **LKR 3,000/= (Local Students)/ 50 USD (Foreign Students)** can be paid by using the code **318820900001** through any People's Bank Branch or by using the online payment portal (pay.cmb.ac.lk).

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