

Dean, Faculty of Graduate Studies
Professor A. A. Azeez

Director of Studies
Professor K. Dissanayake

Course Coordinator
Mr. Sarath Jayasinghe

Teaching Faculty
Mr. Sarath Jayasinghe
Professor Pradeep Dharmadasa
Professor Nihal Padmasiri
Professor Nalin Abeysekara
Professor Pradeep Randiwela
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EXECUTIVE DIPLOMA IN MARKETING EDM 2024

JOIN US TO
MOVE FORWARD
YOUR CAREER
TO GREATER
HEIGHTS



CONTACT US

 (+94)77 313 69 56
(Mr. Sarath Jayasinghe - Coordinator)

 (+94)11 205 56 56 (Ms. Sandamali)

 (+94)11 25 91 395

 fgs.cmb.ac.lk

 edm@fgs.cmb.ac.lk

 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 81,500/=	1052 USD
Library Fee	LKR 1,500/=	19 USD
Examination Fee	LKR 12,000/=	155 USD
TOTAL FEE Excluding Refundable Library Deposit & Application Fee	LKR 100,000/=	1291 USD
APPLICATION FEE		
Application Fee	LKR 3,000/=	40 USD
OPTIONAL		
Refundable Library Deposit	LKR 5,000/=	

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



UNIVERSITY OF COLOMBO
FACULTY OF GRADUATE STUDIES



APPLY NOW

Invest now **LKR. 100,000/=** only
(for local students)

EXECUTIVE DIPLOMA IN MARKETING EDM 2024

 Online Mode

ONE YEAR | ENGLISH MEDIUM
WEEKEND PROGRAMME
COMMENCEMENT: MARCH 2024

**DEADLINE
EXTENDED
20 FEB 2024**



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 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 Senior Assistant Registrar, Faculty of Graduate Studies, University of Colombo No 35/30, Prof. Stanley Wijesundara Mawatha, Colombo 07 on or before **20th February 2024**. 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 **318821000007** through any People's Bank Branch or by using the online payment portal. (**pay.cmb.ac.lk**)



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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