



Postgraduate Diploma in Marketing Management (PGDMM)

Course Code: NBP103

Awarding Body: NCFE

Duration: 06 Months Fast-Track
12 Months Full-Time
24 Months Part-Time

NCFE is a UK National Awarding Body established in 1848 and is recognised as an Awarding Body by the Qualifications and Curriculum Authority (QCA) in England, the Council for Curriculum, Examinations and Assessment (CCEA) in Northern Ireland, and the Qualifications, Curriculum and Assessment Authority for Wales (DELLS).

Introduction

The Postgraduate Diploma in Marketing Management (PGDMM) aims to educate, develop and enhance professional competence in non-cognate and cognate students who aim to build and expand their managerial skills through a structured programme of study which would enable them to understand the underlying theory and practice of marketing management. The development of their knowledge, intellectual qualities, professional and transferable skills will equip students for middle management and senior appointments within the public, private and social economy sectors of the business community.

The programme will prepare the students to contribute towards the strategic position and development of their organisations. The focus is on the theory and practice of marketing principles, the nature of management skills, analytical and diagnostic techniques, and the integrated nature of business, marketing, human resource, financial, economic and information environments within which a manager operates.

Course Aims

The main aim of the course is to:

- ❖ evaluate marketing across a range of business contexts including consumer, industrial, financial, service, profit and not for profit sectors
- ❖ prepare students for and/or to develop their career in Marketing by developing and enhancing their intellectual skills necessary for leading and managing at a general and strategic level;
- ❖ develop an interdisciplinary, theoretically informed and practical understanding of marketing;
- ❖ develop students' ability to apply relevant methods and techniques in the completion of Marketing projects or assignments;
- ❖ develop the students' ability to analyse complex management and development problems critically, rationally and rigorously, and to make informed decisions by creatively and systematically applying the knowledge and understanding of Marketing concepts and practices;
- ❖ develop students ability to critically evaluate and apply new concepts and practices in marketing in a local and global perspective; and
- ❖ enhance the students' lifelong learning skills, continuing personal and professional development so as to enable them to work with self-direction and originality as thinking performers, thus contributing to the business performance and society as a whole.

Course Market

The course is aimed principally at providing a Masters level qualification for the following markets:

- ❖ employees in top management positions or with significant management responsibilities wishing to develop their practical and theoretical knowledge in marketing;
- ❖ jobholders who seek to gain a specialization in marketing, underpinned by rigorous conceptual knowledge, capable of deployment in a vocationally useful way;
- ❖ those who seek to be well-placed for strategic marketing management and business management roles;
- ❖ graduate/professional students seeking progression to a postgraduate qualification;
- ❖ overseas students seeking to gain an international professional qualification in the United Kingdom.

Course Structure

The syllabus is made up of Eight modules of 15 credits each, totalling to 120 credits for the overall course.

The PGDBM will be awarded on successfully completing all eight modules.

NFA004	Accounting and Finance for Managers
NBM042	Strategic Management
NBM203	Managerial Economics
NIS001	Management Information Systems
NMM061	Marketing Research
NMM041	International Marketing
NMM031	Strategic Marketing
NMM021	Marketing Communication

Duration

- ❖ 06 Months Fast-Track
- ❖ 12 Months Full-Time
- ❖ 24 Months Part-Time

The overall duration of the course is 480 Guided Learning Hours and 1200 Notional Learning Hours.

Fast-Track students are required to dedicate huge amount of time and efforts every week. Students have to complete all the eight modules within six months duration. They will have to submit their assignments and undergo exams.

Full-Time course is divided into two terms of six months each. Students have to study four modules per term and will have to undergo exams at the end of each term apart from submitting their assignments.

Part-Time students can study one or more modules at a time during each six months term. The overall eight modules have to be completed within 24 months. Students will have to undergo exams at the end of each term apart from submitting their assignments.

Assessment

The goal of assessment is to judge whether the desired level of performance has been achieved in relation to both teaching and learning. Criteria are developed by analyzing the learning outcomes and identifying the specific characteristics that contribute to the overall module contents.

Criteria	Weighting %
Assignment and/or Presentation	30
Written Exam**	70
TOTAL	100

Students MUST score the minimum 40% marks in EACH of the criteria. Failing to attempt even one of the above criteria would result in subsequent failure in the module.

** The Exam Paper will carry 100 marks. This will then be proportionately converted into 'out of 70' while rewarding the scored marks.

Entry Requirements

Applicants WITH Standard Qualifications

Candidates must satisfy the following admissions criteria for gaining entry to the Programme:

a) Previous Qualification:

- An Honours Degree from a British University or equivalent institution;
- or
- An equivalent graduate level qualification from an overseas university or equivalent institution;
- or
- A graduate level professional qualification in Business or Marketing;
- or
- Advanced/Higher Diploma in Business or Marketing from recognised awarding bodies, plus normally in each case relevant working experience.

b) Prior Experience:

Students should have a minimum 2 years relevant work experience, although this need not necessarily be continuous, and may have been undertaken on a voluntary or unpaid basis.

Applicants WITHOUT Standard Qualifications

NLC welcomes applications from persons with certificated learning or who have had a significant amount of relevant working experience and who are able to demonstrate that they will be able to study effectively at Masters level.

Some applicants may be interviewed by the Course Leader or a member of the teaching team and/or be required to submit a 1000 word essay on a selected aspect of management.

English Language Requirements for International Students

International students' whose first language is not English, must be able to furnish satisfactory evidence of an appropriate level of attainment in English Language commensurate with study at Masters level. In most cases, this will be a minimum TOEFL score of 575 or IELTS score of 6.0 or an equivalent certification.

Exemptions

This programme does not offer any exemptions to the students

Progression

The qualification is at Level-7 and can be accredited by Universities as a minimum of half to two-thirds of a Master's Degree programme, but it would be at the discretion of individual university.