

FACULTY OF MANAGEMENT STUDIES

MOHANLAL SUKHADIA UNIVERSITY

NEW CAMPUS, UDAIPUR —313039

Phone No. — 0294-2470208, 2470799 (Telefax). Website — www.fmsudaipur.org

ADMISSION NOTICE

Diploma in Retail Marketing Management
Diploma in Digital Marketing
Certificate Programme in Digital Marketing

Objective:

The institute having an excellent track record for the last forty years in the field of management education with an unequalled and unrecalled infrastructure anywhere in the university system throughout the country invites application for its Diploma Programme as above.

The department offers Diploma in Retail Marketing Management. Retail Marketing is one of the fastest growing industries in India and is considered as a retail hub for various products. Retailing being an intrinsic part of our everyday lives is one of the pillars of Economic and Social Progress in India. **A career in retail sector is promising growth potential for the ambitious graduates.** Looking at the vast career opportunities in the managing retail marketing, the Diploma Course has been designed to provide students with a specialized knowledge of the field. With an emphasis on retail management and marketing topics, the diploma explores key developments and trends in this area. The course is **job oriented** with a target to groom candidates for retail industry.

The department offers **Diploma Programme and Certificate Programme** in skill and practical based areas of **Digital Marketing in Digital Marketing Career Hub Lab (RUSA Funded)**. The main objective of introducing these one year diploma programs and short-term certificate programs is latest digital technologies required in preparing professional for Digital Marketing in E-Commerce industry in Lab; the lab is classified as a “Career Hub” lab so that professional will be capable to start his/her business in such areas or in future endeavors of job opportunities.

1. Eligibility:

Diploma Course: A candidate passing Graduation Examination (10+2+3) from any University shall be eligible for the admission.

Certificate Course:

A candidate passing Senior Secondary Examination (10+2) shall be eligible for the admission.

2. Reservation: As per rules.

3. Application Form: The Application Form can be filled online, after registering on link and paying application fee of Rs.200/- through online mode as applicable. The last date of filling online form is **20 July, 2022**. **Click link:** <https://admissions.mlsuportal.in/main.aspx>.

4. Duration:

Diploma Course in RMM: 6 months (240 hours theory and 480 hours practical)

Diploma Course in Digital Marketing: The *diploma course* 12 months.

Certificate Course in Digital Marketing: The *certificate course* shall be available with duration of 6 months

5. Course Fee:

Diploma Course in RMM: Registration fee for the program shall be ₹5000 (excluding Examination fee, to be charged as per university rules).

Diploma Course in Digital Marketing: Registration fee for the program shall be ₹8000 (excluding Examination fee, to be charged as per university rules).

Certificate Course in Digital Marketing: Registration fee for the program shall be ₹5000 (excluding Examination fee, to be charged as per university rules).

6. Course Structure :

COURSE STRUCTURE FOR CERTIFICATE PROGRAM IN DIGITAL MARKETING

S.NO.	NAME OF THE PAPER
Paper 1	English and Communication
Paper 2	Computer Skills and Internet Proficiency
Paper 3	Website Planning and Designing
Paper 4	Social media and search marketing
Paper 5	Email Marketing & Affiliate Marketing
Paper 6	Functional Management
Paper 7	Content Creation and Management
Paper 8	Practical Project

COURSE STRUCTURE FOR RETAIL MARKETING MANAGEMENT

S.NO.	PAPER NAME	DETAILS OF PAPERS
Paper 1	Basics of Marketing and Retailing (100 marks)	Marketing Management Introduction to Retailing Retail Marketing Strategies Retail Pricing
Paper 2	Marketing Communication and in Retailing(100 marks)	Retail Marketing Segmentation Store Location and Layout Private Branding in Retail Integrated Marketing Communication in Retail
Paper 3	Retention in Retail Marketing(100 marks)	Retail Merchandising Customer Relationship Management in Retailing Rural Retailing International Retailing
Paper 4	Dissertation (200 marks)	A detailed project report on the allotted topic followed by Viva-Voice

COURSE STRUCTURE FOR CERTIFICATE PROGRAM IN DIGITAL MARKETING

S.NO.	NAME OF THE PAPER
Paper 1	Functional Management
Paper 2	Computer Skills and Internet Proficiency
Paper 3	Website Planning and Designing
Paper 4	Social media and search marketing
Paper 5	Practical Project

Note: Any student who is pursuing any regular course from any university can also join the above mentioned programs.

Contact Details: For any clarification or query, you may write to us at:

Email: fms.udaiipur@gmail.com

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Contact Persons: Prof. Hanuman Prasad, Director: 9414343358