



## Advance Diploma in Marketing Management

Advance Diploma in Marketing Management (ADMM) is Diploma level Sales & Marketing Management course. Marketing Management is a process of overseeing and planning new product development, advertising, promotions and sales. It is one-year course and it is designed for students for professional development. Successful students will achieve practical skills to progress their careers within their professional careers. The course would be of interest to students from a wide-range of backgrounds and professions who are looking to further increase their knowledge and develop their careers.

### Advance Diploma in Marketing Management (ADMM) Syllabus

Syllabus of Marketing Management as prescribed by various Universities and Colleges.

Sr. No.	Subjects of Study
1	Marketing Research and Advertising
2	Consumer Behavior
3	Sales Force and Strategic Management
4	Marketing Management