

**Diploma in Marketing Management  
At the Department of Marketing  
Faculty of Management and Finance  
University of Ruhuna**

Department of Marketing

Faculty of Management and Finance

Telephone : +94412227014-Ext: 3921/3940

Fax : +94412227015

Web : <http://www.mgt.ruh.ac.lk/mkt/index.html>

Email : [headmarketing@mgt.ruh.ac.lk](mailto:headmarketing@mgt.ruh.ac.lk)

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Diploma in Marketing Management Proposal

## **Diploma in Marketing Management**

### **Objectives**

The prime objective of the Diploma in Marketing Management program is to prepare candidates with the intermediate level of knowledge required to enable them to work effectively in a marketing position in the business area, or move on to further study.

As such, upon successful completion of the programs, the participants will be able to

- Understand the contribution of marketing management function to the success of a business organization
- Develop marketing skills required to for a business executive

### **Eligibility Requirements**

The program is specially designed to cover intermediate level of knowledge in marketing and hence the program is suited to those who want to pursue career in Marketing in both public and private sectors.

1. Pass Advanced Level 3 subjects in any stream with one year work experience

Or

2. Pass Ordinary level six subjects including credit passes for Mathematics with two year work experience in executive level

Or

3. Comparable professional qualifications in any one or more of the following discipline: Commerce, Management, Accountancy, Economics, Marketing, Taxation, Valuation, Engineering, Mathematics, Law, or any other equivalent professional qualification acceptable to the University of Ruhuna

And

D. Good proficiency in English language.

### **Application Procedure**

The registrar of the University shall call the applications by means of a paper advertisement. Candidates shall receive the application form from the Faculty after paying the application fee or otherwise download it from the Department website. In the case of downloaded application, candidate shall pay the application form fee when submit it.

Applications are considered only when a complete set of documentation is received by the given closing date. If adequate numbers of applications are not received, late applications shall also be considered.

Duly completed application shall submit with followings;

- Certified copies of the Education Certificates
- Evidence of working experience
- Any other documentary evidence to prove the eligibility to follow the program

Upon a notification, applicants shall produce originals of above at the interview and selected candidates shall register as diploma students at the University of Ruhuna by paying prescribed registration and other fees.

Students should register each course of each semester before the semester begins. Students are advised to start and register for his/her research report at the beginning of the second level of the program.

## Course Structure

The total number of courses to be offered for the Diploma in Marketing Management program is 10 (equivalent to 37 credits). Thus, the program consists of two levels: Level 1 and Level 2, including five course units for each. The program structure and content is given in Table 1. Medium of the instructions is both English and Sinhala. The time duration of the program is one year and the lectures are conducted on weekends (Saturdays and Sundays).

**Table 1: Program Structure and Content**

<i>Level</i>	<i>Course Code</i>	<i>Course Unit</i>	<i>Credits</i>	<i>Hours Allocated</i>
Level 1	DMM 110	Management Process	2	30
	DMM 120	Business Economics	2	30
	DMM 130	Business Mathematics and Statistics	4	60
	DMM 140	Marketing Fundamentals	3	45
	DMM 150	Marketing Environment	4	60
Level 2	DMM 210	Principles of Retail Management	4	60
	DMM 220	Understanding Consumers	4	60
	DMM 230	Principles of Services Marketing	4	60
	DMM 240	Marketing Skills	4	60
	DMM 250	Research Report	6	90
Total Credits of the Program			37	555

For each course, the course coordinator is required to prepare and distribute course details known as C<sub>1</sub> form, with information on course unit coverage, time to be taken on each identified topic, dates for in-course assessments, readings, times when he/she is available to students for consultation etc. The detailed scheme of assessment and the syllabus, approved by the Board of Management/ Diploma in Marketing Program should be made available to the students at the beginning of the course.

Students are required to complete all requirements within three (3) years from the first registration. However, students can get an extension if he/she can not complete the program within this time limit. A student who intends to get an extension should apply using a prescribed form designed for this purpose.

## Course Evaluation

The assessment of the course units of the program consists of following two aspects.

In- course assessment - 20 marks

End Examination - 80 marks

The assessment of the research report of the program consists of oral presentation and the evaluation of the report. The marks allocation is

Oral presentation - 50 marks

Evaluation of research report - 50 marks

Grading of student performance in each course unit will be done by the coordinator of the course and/or supporting staff. Initially the performance of students will be marked numerically (0 -100) and after that the corresponding grade point will be calculated (see Table 2).

**Table 2- Course Grade Guide**

Range of Marks	Grade	Minimum Grade Point
85 or above	A+	4.0

80-84	A	4.0
75-79	A-	3.7
70-74	B+	3.3
65 - 69	B	3.0
60 - 64	B-	2.7
55 - 59	C+	2.3
50 - 54	C	2.0
45 - 49	C-	1.7
40 - 44	D	1.3
<40	F	0

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*Grade Point Average (GPA):*

Grade Point Average (GPA) is the credit-weighted arithmetic mean of Grade Point Values. The GPA is determined by dividing the total credit-weighted Grade Point Value by the total number of credits. GPA shall be computed to the first decimal point.

The allocation of marks for in-course assessment will be aligned to the following criteria.

- a. If a student fails to score minimum of 20 marks for in-course assessment the student will be allowed to complete in-course assessment again at the next immediate chance.
- b. If the student will not prefer to take the in-course assessment again the previous marks which the student scored for his/her in-course assessment will be taken in to consideration for final examination of the same subject.
- c. If a student fails to sit an assignment he/she can be offered that in-course assessment with forthcoming semester of same subject.
- d. If the students produce medical certificates it should cover while in-course assessment period. Otherwise medical certificate will not be entertained.
- e. The medical certificates of the in-course assessment should be directed to the Assistant Registrar of the Faculty.

At the end of the semester, the grade points will be averaged to calculate the GPA. The GPA will also be calculated at the end of the program to evaluate the overall performance of a student. The final level of performance (merit or ordinary pass) will be determined based on the overall GPA. Students should maintain an overall minimum of 2.5 GPA throughout the course. Students who obtained a lower grade than C for a course unit should repeat the course unit at next immediate opportunity and in such a situation, he/she shall not be given a grade above -B, even he/she has obtained marks above -B.

As part of the program all the students are supposed to undertake a research work. The research work shall be guided and advised by an academic supervisor. A research proposal prepared by each student shall be submitted to the Management Board of the Faculty and upon a notification each student should make a presentation on their research proposal. The Board of Management of the faculty shall appoint supervisor for each research project. Six credits are given for the research work and to be eligible to start the research work, students should have completed all the course units in Level 1 with a minimum overall GPA of 2.5. Duly completed research report with the submission approval of the supervisor, shall be submitted to the Department office of the Faculty. The Board of Management of the Faculty shall arrange the research work defense considering the comments given by the examiners. Research work defense examination shall be conducted based on the comments given by the examiners. In case of not submitting the research report within the prescribed time period, he/she shall submit it next immediate year. Thus, the research work defense shall be evaluated by a panel of examiners. Defense evaluation shall be graded as the other course units and accordingly those how have obtained a satisfactory grade will only be qualified for awarding of the Diploma. The date of the research work defense examination shall be considered as the effective date of the Diploma.

Students are supposed to complete all the stipulated components of the Diploma program within a maximum period of three years, to be eligible for awarding the Diploma.

### Other Fees

Table 3 provides the details of other fees to be paid for different activities by each student on registration for the Diploma in Marketing Management Program. Fees payable by students will be determined in accordance with the decisions by the Board of Management, Faculty of Management and Finance, University of Ruhuna and are subject to revision from time to time.

**Table 3: Other Fees**

<i>Description</i>	Amount (Rs.)
Application fee	Rs. 300.00
Registration Fees	Rs. 500.00
Library Fee (non refundable)	Rs. 2,000.00
Examination fees- per course unit	Rs. 500.00
Certificate Fee	Rs. 300.00
Transcript Fee	Rs. 200.00

### Profile of Panel of Lecturers

1. Prof. (Mrs.) H.S.C. Perera. BSc. (J'pura, SL), Mphil (Ruhuna, SL)
2. Dr. P.A.P. Samantha Kumara. BBA. (Ruhuna, SL), MBA (Colombo, SL) CTHE (Colombo, SL), SEDA accredited teacher in higher education (UK), MIM (SL), PhD (Whut- China)
3. Mr. R.M. Rathnayaka, B.Com (Peradeniya, SL), M.Com (Ruhuna, SL)
4. Mr Nandasiri Keembiyahetti. BA (Peradeniya), MSc (NUS-Singapore)
5. Mr. W.M. Rohan Laksiri BBA. (Ruhuna, SL), PDBA (Ruhuna, SL), MSc.(Agder, Norway, Reading for PhD.
6. Mr. T.S.L.W. Gunawardhana BBA. (Ruhuna, SL), MSc (Agder, Norway), Reading for PhD
7. Mr. Bandula Galhena. BBA. (Ruhuna, SL), MSc (Agder, Norway)
8. Ms. G.P.K. Nishadi BBA (Ruhuna, SL), MSc (Agder, Norway)
9. Mr. A.C. Karunarathna. B.Com (Ruhuna, SL), MSc.(Agder, Norway)
10. Mr. C.V. Rathnayake , BBA (Ruhuna, SL), AMSLIM, Reading for MPA (Hawaii, the USA), EWC Fellow
11. Mr. Amila Buddhika Sirisena B.Sc.Mktg Mgt (J'pura, SL), DipM.(UK), ACIM, AMSLIM, Reading for MBA in Marketing (Colombo,SL) and MSc.(Agder, Norway)

### Teaching/ Learning Methods

- Lectures
- Individual and Group Assignments
- Individual and Group Presentations
- Research Project

### Infrastructure Facilities of the Faculty of Management and Finance to Conduct the Proposed Program

- Lecture rooms- 3 lecture rooms with seating capacity of 40 are available at the Faculty on week ends

- E learning center at the Faculty
- Library Facility- the main Library of University of Ruhuna and Department of Marketing library facilities are available

Diploma in Marketing Management Proposal

**Detailed Program Syllabuses of the Diploma in Marketing Management Program**

Course Unit Title	Management Process
Course Code	DMM 110
Credits	2

**Course Description:**

Management is seen as the process of effectively and efficiently planning, organizing, directing and controlling the scarce resources to attain pre determined organizational goal and objectives. As such, this course is designed to offer students with a wider understanding of both theoretical and practical aspects of the principles of management and management process.

**Course Objectives:**

- To discuss the basic concepts and theories of management
- To enhance students' theoretical knowledge of management to identify and analyze the practical problems in an organization setting

**Course Content:**

- Management Overview
- Social Responsibility and ethics
- Organizational environment and culture
- Managerial decision making process
- Elements of Individual behavior in organization
- Motivation
- Leadership
- Controlling

**Assessment Methods:**

1. In course Assessments
  - Mid Term Test 10%
  - Individual presentations 10%
2. Final Examination 80%

**Recommended Readings:**

- Griffin, R.W., *Management*, A.I.T.B. Publishers & Distributors, Delhi-India
- Kanthugn, M.B. & David, C.M., *Management*, McGraw Hill Inc

Course Unit Title	Business Economics
Course Code	DMM 120
Credits	2

**Course Description:**

This course unit is deliberate to provide a thorough knowledge of the use of economic theories and tools to achieve organizational objectives efficiently. Importance and relevance of economic theories to understand business environment, optimal behavior of firms under different market situations and implication of regulatory framework on business decisions are examined by using economic techniques of analysis.

**Course Objectives:**

- To discuss the importance of effective implications of economic theories in business management.
- To explain how economic techniques are useful in analyzing and tackling issues of business organizations competing in different market situations.
- To make ware the students of the impact of regulatory framework and behavior of competitors in achieving business organizational objectives most efficiently.

**Course Content:**

- Nature and Method of Economics
- The Economizing problem
- Individual Markets Demand & Supply.
- The Market System.
- Elasticity of Demand & Supply
- Consumer Behavior and utility Maximization
- The Cost of Production
- Pure competition
- Pure Monopoly
- Monopolistic competition and Oligopoly
- The demand for resources

**Recommended reading:**

- McConnell C. R. and Stanley L. Brue., *Microeconomics principles, problems, and Policies*



Course Unit Title	Business Mathematics and Statistics
Course Code	DMM 130
Credits	4

**Course Description:**

This course is designed to assist students in reaching a level of increased competence in Mathematics & Statistics and expanded understanding of the applications of mathematical and Statistical concepts in business activities. The emphasis is placed on the improvement of students' quantitative skills.

**Course Objectives:**

- To enhance the knowledge of Mathematics and Statistics concepts and applications
- To discuss the application of mathematical and statistical concepts in business activities

**Course Content:**

Part i	Part ii
Basic algebra	Introduction to Statistics
Factoring concept	Charts and Graphs
Equations	Descriptive Statistics
Set theory	Probability
Factorials, Permutations, and Combinations	Estimating Single Population Parameters
Interests & Annuities	Introduction to Hypothesis Testing
Matrix algebra	Estimation and Hypothesis Testing for Two Population Parameters
Derivatives	Hypothesis Tests and Estimation for Population Variances
Differentiation	Analysis of Variance
Integral calculus	Introduction to Linear Regression and Correlation Analysis
	Analyzing and Forecasting Time-Series Data

**Recommended readings**

- Black, K. , *Business Statistics: For Contemporary Decision Making* , Wiley, India
- Mizrahi, A., *Mathematics: An Applied Approach*, John Wiley & Sons, New York

Course Unit Title	Marketing Fundamentals
Course Code	DMM 140
Credits	3

**Course Description:**

Marketing is a philosophy founded on the belief that profitable sales and satisfactory returns on investment can only be achieved by identifying, anticipating and satisfying the needs and wants of target customers. The building blocks of the marketing are customer value and satisfaction. Successful organizations seek to discover what their target customers want and then manage to find a way to satisfy them by offering a solution at their best. Consequently, the purpose of this course is to disseminate the knowledge to the students to develop a better understanding of the fundamental marketing concepts. Accordingly, students will be able to understand how firms and consumers behave in the market and what strategies and methods marketers can use to successfully operate in today's dynamic environment. In this perspective, the course is intended to familiarize students with fundamental marketing concepts.

**Course Objectives:**

- To demonstrate an understanding of the fundamental marketing concepts
- To explain different marketing philosophies followed by marketers
- To discuss marketing process and marketing mix elements

**Course Content**

- Definition of Marketing
- Why Study Marketing
- Evolution of Marketing
- Marketing versus Selling
- Marketing System and the Main Actors and Forces in the Marketing System
- Marketing Process
- Core Concepts in Marketing
- Marketing Orientations
- Marketing Mix
- STP Process
- Managing Marketing Information
- Marketing Channels
- Social Responsibility and Marketing Ethics Marketing Challenges in the 21<sup>st</sup> Century

**Recommended Readings:**

- Kotler, Philip & Armstrong, Gary, *Principles of Marketing*, Pearson Education Inc., New Jersey.

Course Unit Title	Marketing Environment
Course Code	DMM 150
Credits	3

**Course Description:**

Organizations are No Islands. The course will provide a framework for the students to learn and understand how organizations and their operating environments are interacting and counteracting with each other. Political, Ecological, Social, Technological, Economical, Ethical and Legal environments shape and influence both long term and day today activities of every organization. Therefore the course will stimulate and increase the students' knowledge on organizations marketing environment. The course basically deals with introduction of the different organizational types and then introduce and explain both micro and macro aspect of the environment.

**Course Objectives:**

- To demonstrate an understanding on nature & extent of the organizations as open systems
- To discuss Scope and the Complexity of the micro and macro environment

**Course Content:**

- Introduction to Organization and Environment
- The Micro Environment
- Analyzing the Competitive Environment
- The Macro Environment
- The Demographic Social and Cultural Environment
- The Economic environment
- The Global Environment
- The Legal and Political Environment
- The Technological Environment
- The Ethical Environment
- Coping up with the Environmental change

**Recommended Readings:**

- Marketing Environment, CIM Course book 07/08, Mike Oldroyd, Butterworth-Heinemann, 2007,
- Business and Its Environment, David P. Baron, Prentice Hall-India
- Other relevant Journal articles

Course Unit Title	Principles of Retail Management
Course Code	DMM 210
Credits	4

**Course Description:**

Retailing, as one of the fastest growing and constantly upgrading fields of the economy, plays a key role in the marketing process delivering the products along with satisfaction to the final consumer. Mostly, retailing involves buying merchandise/service from a manufacturer, wholesaler, agent, or importer and selling it to consumers for their personal use. As such, this is a dynamic field that places a high demand on responding quickly to change, bringing diverse elements and people together, working unscheduled hours, taking rejection, negotiating deals, resolving confrontations, and adjusting to periods of high and low activity. In a competitive environment, a retailer will need to provide excellent customer service to maintain customer loyalty. Working in a retail environment is as challenging as well as rewarding. In this context, the course aims to facilitate the students a sound knowledge in the field of retailing.

**Course Objectives:**

- To explain the retail concept and framework of retailing
- To discuss the role of retailer in the value chain
- To explain how retailers can help to contribute to customer satisfaction
- To make ware the students of the role of modern technology for the success of retailing

**Course Content:**

- Introduction to retailing
- Role of retailer in the marketing process
- Value and value chain – how retailer add value
- Retail functions in distribution
- The retail concept and framework of retailing
- Retail marketing Mix
- Retailing strategies
- Ethical issues in retailing: Ethics, Social Responsibility, Consumerism
- Retailer Relationships: Customer and Channels
- Technology in retailing
- Retail environment: Interior and Exterior
- Key principles of retail outlet layout
- The retail information system
- Establishing and maintaining a retail image
- Retail environment: Interior and Exterior
- Key principles of retail outlet layout

**Recommended Reading:**

- Berman, Barry & Evans, Joel R., *Retail Management: A Strategic Approach*, Pearson Education Inc., New Jersey.

Course Unit Title	Understanding consumer
Course Code	DMM 220
Credits	4

**Course Description:**

This course conveys knowledge and understanding to students about the basic concepts and theoretical fundamentals of consumer behavior and practical application of this theoretical knowledge. It will cover the area such as the progression of the consumer behavior subject, classical and modern theories of consumer behavior, consumer decision-marketing process and the factors influencing the decision making process very briefly. Further it will discuss about the contemporary issues and changing behavior patterns of consumer in Sri Lankan context.

**Course Objectives:**

- To define consumer behavior.
- To explain students with Consumer Behavior concepts and applications.
- To assess the relevance of various consumer behavior theories in Sri Lankan context.

**Course Content:**

- Introduction to consumer behavior
- Segmentation
- Motivation
- Personality
- Consumer Perception
- Learning

**Recommended Reading:**

- Leon G.Schiffman and Leslie L.Kanuk, *Consumer Behavior*, Pearson Education Inc.

Course Unit Title	Principles of Services Marketing
Course Code	DMM 230
Credits	4

**Course Description:**

Services are responsible for the creation of a substantial majority of new jobs, both skilled and unskilled, around the world. The service sector includes a tremendous variety of industries, including many activities provided by the public and nonprofit organizations. Services differ from manufacturing organizations in many important respects and require a distinctive approach to marketing and other managing functions. As a result, managers who want their enterprises to succeed cannot continue to rely solely on tools and concepts developed in the manufacturing sector.

**Course Objectives:**

- To discuss the relevant theories related to services Marketing
- To explore the importance of marketing services in a business context
- To enhance the students' knowledge about marketing implications in different service settings

**Course Content:**

- Introduction to Services Marketing
- Consumer Behavior in Service Encounters
- Positioning Services in Competitive Markets
- Creating the Service Product
- Designing the Communications Mix for Services
- Pricing and Revenue Management
- Distributing Services
- Designing and managing service processes
- Planning the service environment
- Managing people for service advantage
- Managing Relationships and Building Loyalty
- Customer Feedback and Service Recovery
- Improving Service Quality and Productivity

**Recommended Reading:**

Lovelock C.H., *Services Marketing: People, Technology, Strategy*, India-Prentice hall

Course Unit Title	Marketing Skills
Course Code	DMM 240
Credits	4

**Course Description:**

This course conveys knowledge and understanding to students about the basic marketing skills. It will cover the area such as presentation skills, communication skills, negotiation skills, leadership skills very briefly. Further it will discuss about the application of these skills to become good marketer. Students will get opportunity to practice these skills through various assignments and activities.

**Course Objectives:**

- To discuss what marketing skills are.
- To provide opportunity to practice marketing skills to become an effective marketer.

**Course Content:** Workshop and guest lecture series will be conducted on the following key areas to enhance marketing skills of the students.

- Communication skills
- Presentation skills
- Leadership skills
- Organizing skills
- Decision Making Skills
- Negotiation Skills
- Change management skills
- Entrepreneurial Skills
- Emotional Intelligence

**Recommended Readings**

- Robbins, Stephen P., and Hunsaker, Phillip L. *Training in Interpersonal Skills*, Prentice Hall, India.
- Burnes, B, *Managing Change*, Prentice Hall, India.

Course Unit Title	Research Project
Course Code	DMM 260
Credits	6

**Course Description:**

Research skills in marketing has become as one of the essential skills in contemporary business environment. As such, this course unit is designed to provide students an opportunity to carry out a research work relating the realms of marketing management. Thus, this research work will provide students with an opportunity to develop research skills, since the emphasis has been placed on the process of engaging in a research project.

The research report should have 3000 words and must be structured and organized logically.

**Course Objectives:**

- To provide students with the skills of undertaking research
- To provide students with an opportunity to engage in an independent research work

**General Guidelines of the Research Project**

The DMM students should follow the guidelines given below. The intension of this guideline is not to restrict the students' creativity in their research work, but to provide an approach to present their research work scientifically.

**Submission of the Research Report**

The dissertation should be sewn, trimmed, bound and covered in black color cloth, leather or Rexene. Three copies of the research report with completed 'Research Log' form to be submitted to the Assistant registrar of the Faculty of Management and Finance, University of Ruhuna.

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