



# DIPLOMA IN MARKETING MANAGEMENT

## FACULTY OF MANAGEMENT AND FINANCE

### UNIVERSITY OF RUHUNA

*Creating Successful Marketers*

# Dip.MM

### Program Overview

Diploma in Marketing Management provides a comprehensive examination of the latest marketing tools, methods and strategies for generating and growing customer value. Delivered in a highly interactive, hands-on setting, participants complete the course with a working knowledge of the material, ready to apply it at their company, while those who successfully complete the program can use the designatory letters “**Dip.MM.(Ruhuna.SL)**”

### Program Fee

**Course Fee**  
**Rs. 50,000.00**

Application Deadline -  
31<sup>st</sup> July 2015

Program Commencement -  
August 2015

### How to Apply

Application forms and other information can be obtained from the **Assistant Registrar, Faculty of Management and Finance, University of Ruhuna** by handing over or sending a bank draft for Rs. 300/= drawn in favor of the **A/C No: 032-1-001-7-2477591** of the University of Ruhuna at the People's Bank, Uyanwatta

### For More Information Please Contact

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Faculty of Management and Finance  
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### Learning Methods

Lectures, Assignments, Presentations, Research Project, Workshops.

### Entry Requirements

GCE (Advanced Level) three passes in any stream, in single attempt with one year experience

OR

GCE (Ordinary Level) six passes in single attempt including credit pass for Mathematics with two year work experience in executive level

OR

Comparable professional qualifications in any one or more of the following disciplines: Commerce, Management, Accountancy, Economics, Marketing, Taxation, Valuation, Engineering, Mathematics and Law

OR

Any other equivalent professional qualification acceptable to the Senate of the University of Ruhuna