

Post Graduate Program in Marketing Management

10-Month Weekend Online Program for Working Professionals



Dual Certification*
From **UPES & IE Business School**
***IN PARTNERSHIP WITH COURSERA**

ABOUT THE PROGRAM

It's a 10-month PG Program for professionals who need focused program in Marketing Management. The program meant for professionals moving into mid or senior level roles in Marketing Management, Consumer Buying Behavior, Brand Management, Integrated Marketing Communication, Social & Digital Marketing, Sales & Channel Management, Advertising and Sales Promotion, in both India and Abroad. The program is delivered in a blended learning format of self-learning, live sessions from expert faculty members, case study discussions and real-life problem solving.

PROGRAM BENEFITS

The objective of this program is to develop professionally qualified and trained professionals to handle Marketing projects and shall have the following competencies:

01

To gain a deep understanding of marketing concepts and practices, including market research, consumer behavior, segmentation, targeting, branding, pricing, and promotion.

02

To develop analytical and critical thinking skills to identify and solve complex marketing problems in organizations.

03

To develop strong communication and interpersonal skills, including the ability to communicate effectively with customers, colleagues, and other stakeholders in the organization.

04

To gain leadership and management skills, including the ability to manage teams, develop marketing strategies, and drive marketing initiatives.

05

To learn digital marketing skills, including social media marketing, search engine optimization, email marketing, and other relevant digital marketing techniques.

06

To gain an understanding of ethical and legal considerations related to marketing practices, including consumer privacy, data protection, and compliance with marketing regulations.

07

To develop a global perspective on marketing, including cross-cultural communication, international marketing practices, and the impact of globalization on marketing.

UNIQUE FEATURES

This program intends to make you an exceptional professional in marketing management to pursue a career at mid or senior level in Marketing or related industries. It covers every key concepts, India and International best practices and along with key management skills needed. The program is designed by industry experts and delivered online to suit working professionals.

- ✓ Opportunity to earn Coursera certification from IE Business School
- ✓ Delivered in blended learning format that is best suited for working professionals
- ✓ Expert faculties with hands on learning approach and practical insight
- ✓ Case Studies for insight into real life projects

PROGRAM DELIVERY SCHEDULE

The program duration is 10 months. The program is delivered in a blended learning format that includes self-learning supported by our customized Learning Management Platform, instructor-led live sessions and real life experience.

- ✓ On enrolment, each student would be provided with access to our LMS for e-Learning content
- ✓ Classes will be conducted on weekends; 24 classes would be given
- ✓ Each class duration would be around 1.5 hours
- ✓ Classes would include concepts teaching + case study discussions
- ✓ Students to participate in discussion forums as and when scheduled by the faculty members

PROGRAM STRUCTURE

The duration of the program is 10 Months. The program is divided into two modules of 5 months each. The program is delivered in complete hands-on learning methods – all important concepts are explained in detail with real life case studies.

Module I

- ▶ Consumer Buying Behavior in Digital World
- ▶ Online Sales and Channel Management
- ▶ Digital Brand Management
- ▶ Marketing Analytics
- ▶ Services Marketing

Module II

- ▶ Business Policy & Strategy
- ▶ Data Visualization
- ▶ Advertising and Sales Promotion
- ▶ Social and Digital Media Marketing

CAREER PROSPECTS

This program will lead to rewarding career in Mid or Senior level role in Marketing Management, in both India and Abroad.

- ✓ Marketing Manager
- ✓ Marketing Research Analyst.
- ✓ Advertising/Promotions Manager
- ✓ Social Media Manager
- ✓ Sales Manager
- ✓ Public Relations Specialist

WHERE OUR STUDENTS AND ALUMNI ARE WORKING

Manufacturing companies



RECOMMENDED FOR

- ✓ Professionals looking forward to growth in Marketing Management in India and Abroad.
- ✓ Senior executives or those looking for a comprehensive program in Marketing Management.
- ✓ Those who want to add Marketing Management in their existing profile.

ELIGIBILITY

Graduate in any discipline from a recognized University with minimum 40% marks.

CERTIFICATE

On successful completion of the program the student would be awarded Post Graduate Program in Marketing Management by University of Petroleum and Energy Studies (UPES). Additional Opportunity to earn Certificate from Coursera in Marketing Strategy Specialization offered by IE Business School.



PROGRAM FEE

Rs. 75,000 + GST

For Foreign Students: USD 1057 or equivalent currency (excluding taxes)

*Note: Fees payment will be as per the current USD rate

LEARNING CONTENT

You will be provided access to our Learning Management System (LMS) to access e-learning content. These contents can be accessed anywhere and anytime.



TEACHING METHODOLOGY

Live Classes from Expert Faculties: Our faculty conducts live webinars on each paper, mainly on weekends, where students from India and abroad participate. The sessions cover key concepts, case studies, and real-life examples, and provide an opportunity for students to clarify their doubts. In case of missed classes, recorded sessions are available on the LMS.

Case Studies: The program includes quizzes, problem-solving, and case studies that demonstrate real-world implementation of project management concepts.

Discussion Forums: Faculty members engage students in dynamic discussions on current industry topics to stay up-to-date and explore potential opportunities.

STUDENT SUPPORT SERVICES

Dedicated Program Managers: Each learner would be associated with a program manager to share or seek any query and feedback through call or mail. All such queries will be responded within 24 hours.

24x7 Helpdesk : Just raise a ticket on any issue and get a real-time response (except on weekends). We encourage students to use this facility.

ABOUT EDOLOGY

Edology, our trusted Ed Tech services partner, partners with universities worldwide to deliver high-quality online education to students and professionals. Their programmes are designed to enhance industry-centric knowledge and skills, helping learners achieve their career goals and gain a competitive edge in the job market. Partnering with Edology enables UPES CCE to offer a comprehensive approach to education, integrating academic expertise with job-centric growth opportunities. Each student receives tailored programmes with specific career enhancement opportunities and strong CV credentials to succeed in their chosen career path.

ABOUT UPES

Conceived in 2003 UPES is amongst the best-known University in India and first in Asia to offer domain focused programs in Energy, HSE, Project Management, Air Business, Logistics, IT and others. It has undisputed leadership in these domain areas and has emerged as a preferred Centre for talent for best of corporates. The Centre for Continuing Education offers management programs and executive education to working professionals and students through distance learning mode.

It is known for excellence in academic delivery, learning outcomes and supporting great career opportunities post completion of programs. Join the excellent peer group of over 12,000 global students from across the sectors and domains as well as professionals, self-employed, Govt. officials, policy planners and more on the pathway to progress.

RECOGNITION OF UPES

**UGC Entitled
Programmes.
NAAC 'A' Grade
University**

**1st private
university with
QS 5-star rating
for academic
reputation**

**41st rank in the
Management
category of
NIRF 2022
ranking**

**10,000+ Alumni
and
480+ Hiring
Partners**