

***MANAGEMENT DEVELOPMENT PROGRAMMES
2009-10***

Certificate Course in Marketing

Commencing from

January 18, 2010



AHMEDABAD UNIVERSITY

CENTRE FOR CONTINUING EDUCATION

AES POST GRADUATE INSTITUTE OF BUSINESS MANAGEMENT

16/1, Vikram Sarabhai Marg, Opp. IIM, Ahmedabad - 380 009.

Phone: 079-2630 0048, 2630 1302

Why should you attend?

You will acquire crucial skills to advance your career, build strong customer relationships, or take on a new role. You will be able to understand the fundamental marketing concepts and techniques. You will also acquire an academic credential in less time and at less cost than a master's degree would require. The programme covers wide aspects of marketing. Whether you want to add new skills, round out your knowledge, or increase your organization's marketing effectiveness, the *Certificate Programme in Marketing* will help you achieve your goal.

Programme Contents

- Fundamentals of Marketing
- Marketing Research
- Consumer Behavior
- Industrial Marketing
- Sales & Distribution Management
- Integrated Marketing Communications
- International Marketing
- Services Marketing
- Recent advances in marketing
- Social Marketing
- E-Marketing
- Brand Management
- New Product Development Policy

For Whom?

The programme is ideally suited to graduates who want to develop a career in marketing or enhance their marketing skills and to professionals who would like to enhance their academic credentials for further growth in their respective organizations. The candidates who are not graduates but have a work experience of 1 to 3 years or more will also be considered.

The programme will also cater to candidates who are entrepreneurs or are working in NGOs and small & medium scale industries

Faculty

A mix of faculties from AES PGIBM and other known institutes will facilitate discussions and share their expertise. Corporate/business professionals will also be invited for sharing insights on specific topics.

Methodology

Interactive discussions, formal lecture sessions, case studies, role plays and hands on experience. Both conceptual as well as practical side of marketing will be stressed.

Venue & Duration

Venue : AES PGIBM campus
Duration: 3 months (4 days/ week)

Registration & Fee

Programme fee would be Rs. 9,500/- per participant. The candidate is required to pay the full amount at the time of admission. The fee is to be paid in advance through a demand draft or a local cheque drawn in favour of 'AESPGIBM Centre for Continuing Education' payable at par at Ahmedabad.

For further information, please contact:

Prof. Jinal Parikh: parikhjinal13@gmail.com

OR

Hinal Mehta: aespgibmce@gmail.com
Call: 079-26301302, 26300048, 9898917879

CENTRE FOR CONTINUING EDUCATION
AES Post Graduate Institute of Business Management



AHMEDABAD UNIVERSITY

NOMINATION FORM

Certificate Course in Marketing

January 2010

Name of the Participant _____

Designation _____

Name of Sponsor _____

Address for Communication _____

City _____ Pin code _____

Phone _____ Mobile _____

E-mail _____ Fax _____

Current Job Responsibility _____

Expectations from this programme _____

Signature of the Participant _____

Date _____

Signature of the Sponsor _____

(Please photocopy as per requirement)