



MD-06 B

Rashtreeya Sikshana Samithi Trust  
**R V INSTITUTE OF MANAGEMENT**  
CA-17, 36<sup>TH</sup> Cross , 26<sup>th</sup> Main, 4<sup>th</sup> "T" Block, Jayanagar,  
Bangalore-560041

**DEPARTMENT OF MARKETING**

**POST GRADUATE DIPLOMA  
IN**

***Contemporary Marketing Management***  
**FOR III & IV SEMESTER 2014-15**

PAPER I - PROJECT MANAGEMENT

PAPER II - DIGITAL INTERACTIVE MARKETING.

PAPER III - SALES AND MARKETING CHANNEL MANAGEMENT

*Approved*

*06/11/14*

830-0m

### **About Post Graduate Diploma in Contemporary Marketing Management**

This Post Graduate Diploma is a value addition programme offered to the 2<sup>nd</sup> year MBA students who have opted marketing dissertation. The objective of the programme is to create ready professionals for the industry, endowed with high expertise, skills and attitude required for the sector through domain knowledge. One has to have good knowledge about the market, major players, and direct exposure to marketing thought, practices and trends.

The course is tailor-made for young potential managers who wish to emerge as preferred professionals in the Marketing realm. It also provides regular orientation sessions & skills development programme which enable students to interface with experts in the field and gain a better understanding of the Wholesale & Retail sector and the current recruitment industry.

The specialisation papers are more associated with the trends in the Industry.

**Two papers are offered to the students.**

1. Digital Interactive Marketing is a value addition programme beyond curriculum for the students of 2<sup>nd</sup> year MBA. It is designed primarily for students who are new to the study and with no formal education in areas related to online marketing, e-marketing and Social Media.
2. Sales and Marketing Channel Management is the second specialization paper designed mainly trying to meet requirement of the Industry. Efficient Sales personnel, on field marketing assignments, Recruitment and Training of personnel are some of benefits students will derive taking up this course.

Various industry personnel and experts will interact with the students during the sessions. Assignments and projects will be an addition to the course.

## SPECIALISATION PAPER 1

### DIGITAL INTERACTIVE MARKETING

<b>MODULE 1</b>	<b>INTRODUCTION:</b>  Overview of digital Interactive marketing- history of digital marketing- Aims and objectives and strategies for using Digital Marketing - importance- Social media marketing - Channels of social media- Marketing strategies for social media, e-marketing
<b>MODULE 2</b>	<b>VIRAL MARKETING</b>  Web marketing- key issues of content- usability- navigation- design- website user experience Micro Blogging ( Twitter) - live chat- user generated content (Wikipedia) , Multi-media -Video (video streaming, your tube) Multimedia- audio and podcasting (iTunes) Multi media - photos and images ( flickr), Google alerts and Giga Alert , Crowd sourcing, Virtual worlds ( Second life, there, Habbo )
<b>MODULE 3</b>	<b>MOBILE MARKETING- Overview of B2B and B2C -</b>  Mobile sites- applications and Widgets- opportunities and pitfalls- platforms and handsets ( Apple, Blackberry, Nokia, Google Android, Microsoft Windows mobile application) Mobile social media- mobile commerce- mobile payments and billing. Email marketing- online email marketing platforms <b>SEARCH ENGINES OPTIMISATION (SEO)</b>
<b>MODULE 4</b>	<b>SOCIAL MEDIA MARKETING AND PROMOTION</b>  Online advertising - brand management - Social media release- reputation monitoring- Crisis management- copywriting for web, Social media and mobiles- Impact of media on society. Social networking- competitions among Social networks

#### Text Book:

1. Social media Marketing by Tracy Tuten
2. The power of Real- Time Social Media Marketing by Beverly Macy and Teri Thompson

## SPECIALISATION PAPER II

### SALES & MARKETING CHANNEL MANAGEMENT

Module	Topics
Module 1	<b>Introduction to Sales Management</b> Introduction & Evolution of Sales management, Importance of Sales Management, Types of Selling & Personal Selling, Difference between Sales & Marketing, Sales Management Process.
Module 2	<b>Sales Organization</b> Introduction, Sales Organization, Organizational Principles & Designs, Key Account Sales, Sales Process Automation, Emerging Organizational Designs, Team Size (number of people).
Module 3	<b>Management of Sales Quotas:</b> Introduction, Sales Quota, Organization of the Sales Job, Defining Annual Objectives, Types of Sales Quota, Methods of setting Sales Quota, Problems in setting Sales Quota.
Module 4	<b>Recruitment, Selection, Training, Motivation, Control &amp; Evaluation of Sales Force:</b>  <b>Recruitment &amp; Selections:</b> Introduction, Hiring process, Challenges in the Selection, Planning, Sales Force Recruitment, and Selection of Salesperson & Socialization.  <b>Training:</b> Introduction, Objectives, Challenges, Theories & Principles, Role of a Trainer, Training Process, Methods, Designing the Training Program.  <b>Motivation:</b> Introduction, Nature & Importance, Theories of Motivation, Influential factors, Designing a Motivational Program.  <b>Control:</b> Introduction, Controlling Sales Force Performance, Sales & Marketing Audit, Sales Force Expense Analysis, Measurement of Sales Organization.
Module 5	<b>Distribution Channel Management:</b> Introduction, Distribution Channels, Activities of a typical Distribution Channel, Intermediation, Value Enhancement through the Distribution Function, Strategies.
Module 6	<b>Marketing Channels</b> Introduction, Designing a Customer-oriented Channel, Capturing the Customer requirements, Conceiving the Channel flows, Linking the service output objectives to the flows, Conducting Cost analysis, Designing the Ideal Channel, Comparing Ideal with Reality, Comparing the Channel Designs, Channel Establishment Plans.

Module 7	<b>Marketing Logistics</b> Logistics & its Importance, Functions of Logistics Management, Importance of Communication in Logistics, Technology in Logistics, Streamlining the Logistics process & Strategic issues in Logistics Management.
Module 8	<b>Channel Integration &amp; Management</b> Marketing Channel, Categories of Buyers & their expectations, Marketing Channel Flows, Consumer Marketing Channels, Industrial Marketing Channels, Value Ads Vs Cost of Different Channels, Channel Management Decisions, Channel Integration & Systems, Channel Conflict & their causes, Managing Channel Conflicts.
Module 9	<b>Wholesales &amp; Franchisees</b> <i>Wholesalers:</i> Introduction & Definition, Managing Wholesale Operations & measuring their performance. <i>Franchising:</i> Types of Franchise arrangements, Advantages & Disadvantages, Major Conflicts in the Franchisor - Franchisee relationships.
Model 10	<b>Retail</b> Introduction, Retailing, Functions, Macro & Micro Environment, Types & Functions, Retail Strategy, Retail Formats, Services in Retailing, Trade areas & Retail Selection, Retail Organization, Merchandising, Merchandise Plans, Information Gathering, Customer Service, Promotional Strategy & Retail Information Systems, Pricing in Retailing, Maintaining the Retail Image

#### References Books:

1. Professional sales management- Anderson Rolph
2. Sales Management - Chunawalla
3. Sales Management - Gupta S L
4. Sales Management - Krishna Hawladhar
5. Marketing Channels- Stern Louis, Annet Coughlan, Anne

RASHTRIYA SIKSHAN SAMITHI TRUST  
**R V INSTITUTE OF MANAGEMENT**

**DEPARTMENT OF MARKETING**

**BUDGET FOR PG DIPLOMA IN  
CONTEMPORARY MARKETING MANAGEMENT 2014-2015**

Events	Areas of Expenses	Quantity/ Number	Amount (per unit/ session)	Amount (Rs)	Total Amount (Rs)
1. Digital Interactive marketing	• Honorarium – Resource person	12	12 x 1,250/-hr	15,000.00	16,600.00
	• Water bottle	06	6 x 10/-	60.00	
	• Bouquet	04	4 x 50/-	200.00	
	• Certificates	80	80 x 10/-	800.00	
	• Designing		200/-	200.00	
	• Photocopy of Feedback forms	450	75x 0.75x 6	340.00	
2. Sales and distribution Channel Management	• Honorarium – Resource person	12	12 x 1,250/-hr	15,000.00	16,600.00
	• Water bottle	06	6 x 10/-	60.00	
	• Bouquet	04	4 x 50/-	200.00	
	• Certificates	80	80 x 10/-	800.00	
	• Designing		200/-	200.00	
	• Photocopy of Feedback forms	450	75x 0.75x 6	340.00	
3. MS- Excel- Marketing	• Honorarium – Resource person	5hrs	5x 1,500/-	7,500.00	7970.00
	• Water bottle	03	3x10	30.00	
	• Bouquet	02	2x50	100.00	
	• Photocopy of Feedback forms	150	150x 0.75x 3	340.00	
4. Core paper- Project management	• Honorarium – Resource person	5hrs	5x 1,500/-	7,500.00	7970.00
	• Water bottle	03	3x10	30.00	
	• Bouquet	02	2x50	100.00	
	• Photocopy of Feedback forms	150	150x 0.75x 3	340.00	
				<b>Total</b>	<b>49,140.00</b>

## REVENUE RECEIVABLE

Total No of students	Amount Charged per student (Rs)	Total Amount (Rs)
74	1,000.00	74,000

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PGD - Project  
mgt

Rashtreeya Sikshana Samithi Trust  
**R V INSTITUTE OF MANAGEMENT**  
MBA PROGRAMME  
III Semester

**POST GRADUATE DIPLOMA EXAMINATION ATTENDANCE SHEET**  
07.02.2015 10.00am to 12.30pm  
Room No 310

Sl.	University registration Number	Name of the Student	Signature
1	131GCMA001	ABHILASH T	Abhilash T
2	131GCMA002	ABHISHEK B	Abhishek B
3	131GCMA003	ADITHYA S	Adithya S
4	131GCMA004	ADITYA VISHWANATH HEGDE	ABSENT
5	131GCMA005	AJEET S LONI	Ajeet S Loni
6	131GCMA006	AKHILA R	Akhila R
7	131GCMA007	AKSHATA R Y	Akshata R Y
8	131GCMA008	AKSHAY YOGENDRA N SHUKLA	Akshay Y N Shukla
9	131GCMA009	AMRUTHA K G	Amrutha K G
10	131GCMA010	ANKIT GHOSE	Ankit Ghose
11	131GCMA011	ANUDEEPA T	Anudeepa T
12	131GCMA012	ARUNPRIYA G	Arunpriya G
13	131GCMA013	ASHA P	Asha P
14	131GCMA014	ASHWIN H R	Ashwin H R
15	131GCMA015	ASHWINI	Ashwini
16	131GCMA016	ASIF MAINUDDIN NIDGUNDI	Asif M Nidgundi
17	131GCMA017	AVINASH M R	Avinash M R
18	131GCMA018	AYUSHI SINHA	Ayushi Sinha
19	131GCMA019	BASAWARAJ N G	Basawaraj N G
20	131GCMA020	BEULAH P	Beulah P
21	131GCMA021	BHAGAVANTAPPA	Bhagavantappa
22	131GCMA022	BHAGAVANTRAYA HAWALGI SHANKARAPPA	Bhagavantaraya Hawalgi Shankarappa
23	131GCMA023	BHAVANA NARAYAN HEGDE	Bhavana N HEGDE
24	131GCMA024	BINU E HARIDAS	Binu E Haridas
25	131GCMA025	C KAVYA	C Kavya
26	131GCMA026	CHAITRA D V	Chaitra D V
27	131GCMA027	CHANDANA L	Chandana L
28	131GCMA028	CHANDRASHEKAR SHANTAPPA	Chandrashekar Shantappa
29	131GCMA029	CHETAN BURLI	Chetan Burli
30	131GCMA030	CHETAN VEERANNA	Chetan Veeranna
Signature of the Room Supervisor			[Signature]



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III Semester

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07.02.2014

10.00am to 12.30pm

Room No 310

Sl.	University registration Number	Name of the Student	Signature
31	131GCMA031	CHETHAN K M	<i>Chethan K M</i>
32	131GCMA032	DARSHAN GOGGA	<i>Darshan Gogga</i>
33	131GCMA033	DEEPIKA K	ABSENT
34	131GCMA034	DEEPIKA RAMACHANDRA HEGDE	<i>D. K.</i>
35	131GCMA035	DHEERAJ SRINATH NIRMALA	<i>Dheeraj</i>
36	131GCMA036	DIVYA N	<i>Divya N</i>
37	131GCMA037	DON PHILIPS	<i>Don Philips</i>
38	131GCMA038	ESHAN TANDON	<i>Eshan</i>
39	131GCMA039	G RANJITH KUMAR REDDY	ABSENT
40	131GCMA040	GITA KUMARI	ABSENT
Signature of the Room Supervisor			<i>[Signature]</i>

07/12/14 (36/40)

## R V INSTITUTE OF MANAGEMENT

## MBA PROGRAMME

## III Semester

## POST GRADUATE DIPLOMA EXAMINATION ATTENDANCE SHEET

07.02.2015

10.00am to 12.30pm

Room No 311

Sl.	University registration Number	Name of the Student	Signature
1	131GCMA041	GOKUL KATAKWAR	<i>Gokul</i>
2	131GCMA042	GOWTHAMI B U	<i>Gowthami</i>
3	131GCMA043	GREESHMA S	<i>Greeshma</i>
4	131GCMA044	GURUPRASAD UPADHYA	<i>Guruprasad</i>
5	131GCMA045	HANUMANTHAPPA V HADARAGERI	<i>Hanumantappa</i>
6	131GCMA046	HENNA TASKEEN	<i>Henna</i>
7	131GCMA047	ISWAR MUDHOL	<i>Iswar</i>
8	131GCMA048	JAGADISH VEERANNA	<i>Jagadish</i>
9	131GCMA049	JAKARAI AH J B	<i>Jakarai</i>
10	131GCMA050	JUI ROY	<i>Jui</i>
11	131GCMA051	JUJAR VIRANJAN	<i>Jujar</i>
12	131GCMA052	KARTHICK A	<i>Karthick</i>
13	131GCMA053	KASHINATH LAXMAN	<i>Kashinath</i>
14	131GCMA054	KAVYA C	<i>Kavya</i>
15	131GCMA055	KEERTHI RAJ R	<i>Keerthy</i>
16	131GCMA056	KEERTHY K S	<i>Keerthy K S</i>
17	131GCMA057	KEERTI B UDAPUDI	<i>Keerti</i>
18	131GCMA058	KIRAN KUMAR VITHALREDDY	<i>Kiran</i>
19	131GCMA059	KIRAN S	<i>Kiran</i>
20	131GCMA060	KRISHNAPRASAD M R	<i>Krishna</i>
21	131GCMA061	KULKARNI SNEHA NARAYAN	<i>Sneha</i>
22	131GCMA062	KURMADASU BALAJI	<i>K. Balaji</i>
23	131GCMA064	LAXMI R IJERY	<i>Laxmi</i>
24	131GCMA065	LIKITHA CHANDRASHEKAR HEGDE	<i>Likitha</i>
25	131GCMA066	LOSHINI LOGANATHAN	<i>Loshini</i>
26	131GCMA067	MAHANTAGOUD	<i>Mahanta</i>
27	131GCMA068	MAHENDRAKUMAR RAMSHETTY	<i>Mahendra</i>
28	131GCMA069	MAHESH M V	<i>Mahesh</i>
29	131GCMA070	MAIMOM SUNDAR SINGH	<i>Maimom</i>
30	131GCMA071	MALATESH HOLI	<i>Malatesh</i>
Signature of the Room Supervisor			<i>K. P. S.</i>

(G. MAHESH)

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III Semester

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07.02.2015

10.00am to 12.30pm

Room No 311

Sl.	University registration Number	Name of the Student	Signature
31	131GCMA072	MALLESH P	Mallesha
32	131GCMA073	MANASA V	ABSENT
33	131GCMA074	MANJUNATH JIDDIYAVAR	ABSENT
34	131GCMA075	MANJUNATH KANAVALLI	Manasa
35	131GCMA076	MANJUNATH NINGAPPA HATTI	Manasa
36	131GCMA077	MD ASRAR AHMED ABDUL NASIR	MD ASRAR AHMED ABDUL NASIR
37	131GCMA078	MD RIZWAN	MD RIZWAN
38	131GCMA079	MD WAJEED GUDU SAB	MD WAJEED GUDU SAB
39	131GCMA080	MD ZEESHAN SAQIB	MD ZEESHAN SAQIB
40	131GCMA081	MEGHASRI K S	Meghasri K S
Signature of the Room Supervisor			MPF

(G. MAITESH)

38  
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MPF

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III Semester

POST GRADUATE DIPLOMA EXAMINATION ATTENDANCE SHEET

07.02.2015

10.00am to 12.30pm

Room No 312

Sl.	University registration Number	Name of the Student	Signature
1	131GCMA082	MOHAMMAD IRFAN YATOO	<i>[Signature]</i>
2	131GCMA083	MOHAMMED IBRAHIM MH	<i>[Signature]</i>
3	131GCMA084	MONIKA S	<i>[Signature]</i>
4	131GCMA085	N ASHOK	<i>[Signature]</i>
5	131GCMA086	NARASAPPA KARBASAPPA	<i>[Signature]</i>
6	131GCMA087	NAVEEN KUMAR D L	<i>[Signature]</i>
7	131GCMA088	NAVEENKUMAR DAYANAND	<i>[Signature]</i>
8	131GCMA089	NAVEENKUMAR K N	<i>[Signature]</i>
9	131GCMA090	NEMANPASHA H A	<i>[Signature]</i>
10	131GCMA091	NIKIN RAJ K N	<i>[Signature]</i>
11	131GCMA092	NISCHITHA P C	<i>[Signature]</i>
12	131GCMA093	NISHA	<i>[Signature]</i>
13	131GCMA094	NITHESH T	<i>[Signature]</i>
14	131GCMA095	NITIL KASHYAP	<i>[Signature]</i>
15	131GCMA096	PANDHARINATH LAXMAN	<i>[Signature]</i>
16	131GCMA097	PAVAN KUMAR K	<i>[Signature]</i>
17	131GCMA098	PAWAN RATNAKAR HAJARE	<i>[Signature]</i>
18	131GCMA099	PENUBARTHI V AMULYA	<i>[Signature]</i>
19	131GCMA100	POOJA A	<i>[Signature]</i>
20	131GCMA101	POORNASVI H V	<i>[Signature]</i>
21	131GCMA102	PRADEEP KUMAR K	<i>[Signature]</i>
22	131GCMA103	PRASHANTH KUMAR K R	<i>[Signature]</i>
23	131GCMA104	PREMKUMAR C	<i>[Signature]</i>
24	131GCMA105	PRIYA K DHARAMADASANI	<i>[Signature]</i>
25	131GCMA106	PRIYANKA	<i>[Signature]</i>
26	131GCMA107	PRIYANKA C	<i>[Signature]</i>
27	131GCMA108	PRIYANKA M	<i>[Signature]</i>
28	131GCMA109	PRIYANSHU MUKHERJEE	<i>[Signature]</i>
29	131GCMA110	PUTTURAJ MANJUNATH S	<i>[Signature]</i>
30	131GCMA112	RAJA UMAR KHAN	<i>[Signature]</i>
Signature of the Room Supervisor			<i>[Signature]</i>

07/02/15

27  
30

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R V INSTITUTE OF MANAGEMENT  
MBA PROGRAMME  
III Semester

POST GRADUATE DIPLOMA EXAMINATION ATTENDANCE SHEET

07.02.2014

10.00am to 12.30pm

Room No 211

Sl.	University registration Number	Name of the Student	Signature
1	131GCMA113	RAKESH L K	Rakesh
2	131GCMA114	RAKESH RAMESH BABU	Rakesh
3	131GCMA115	RAMESH DHARMANNA	Ramesh
4	131GCMA116	RAMKUMAR	Ram Kumar
5	131GCMA117	RAVIRAJ BHATT	Ravi
6	131GCMA118	REDDY PANDU	Pandu
7	131GCMA119	ROHAN HEMANT KUMAR M	Rohan
8	131GCMA120	ROHINI M	Rohini M.
9	131GCMA121	SACHIN BHIMASHANKAR	Sachin S
10	131GCMA122	SANTHOSH K	Santhosh
11	131GCMA123	SATHISH KUMAR K	Sathish
12	131GCMA124	SATISH BHEEMARAYA BANGAR	S. B. Bangar
13	131GCMA125	SATVIK KAMATH S	S. Kamath
14	131GCMA126	SHANKAR MALLINATH TAMBAKE	Shankar
15	131GCMA127	SHASHI KUMAR V	Shashikumar V
16	131GCMA128	SHASHIDHARA A O	Shashidhara
17	131GCMA129	SHILPA G KULKARNI	Shilpa
18	131GCMA130	SHILPA HUSSAINI	Shilpa
19	131GCMA131	SHIVAYOGI JOTAWAR	Shivayogi
20	131GCMA132	SHRIKANT THAKRE	Shrikant
21	131GCMA133	SHRUTHI J M	Shruthi
22	131GCMA135	SIDDESH H V	Siddesh
23	131GCMA136	SNEHA BANERJEE	Sneha
24	131GCMA137	SOUMYA A S	Soumya
25	131GCMA138	SOUMYA S V	Soumya
26	131GCMA139	SOURABH KULKARNI	Sourabh
27	131GCMA140	SRAVANI KARANAM	Sravani
28	131GCMA141	SRI HARSHA SADHU	Sri Harsha
29	131GCMA142	SRIDATTA	Sridatta
30	131GCMA143	SUDEEP SAMUEL S	Sudeep
Signature of the Room Supervisor			

28/30  
7/2/14

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R V INSTITUTE OF MANAGEMENT  
MBA PROGRAMME  
III Semester

POST GRADUATE DIPLOMA EXAMINATION ATTENDANCE SHEET

07.02.2015

10.00am to 12.30pm

Room No 210

Sl.	University registration Number	Name of the Student	Signature
1	131GCMA144	SUDHANSHU SHEKHAR	<i>[Signature]</i>
2	131GCMA145	SUGANTH S T	<i>[Signature]</i>
3	131GCMA146	SUHAIB RASHID BHAT	<i>[Signature]</i>
4	131GCMA147	SUHAS S	<i>[Signature]</i>
5	131GCMA148	SUNDAR M	<i>[Signature]</i>
6	131GCMA149	SUREKHA	<i>[Signature]</i>
7	131GCMA150	SURESH BUDEPPA	<i>[Signature]</i>
8	131GCMA151	SUSMITHA C S	<i>[Signature]</i>
9	131GCMA152	SYED VIQAR AHMED	<i>[Signature]</i>
10	131GCMA153	VAIVIDYA K V	<i>[Signature]</i>
11	131GCMA154	VIDYULLATHA SHRIDHAR	<i>[Signature]</i>
12	131GCMA155	VIJAYKUMAR TIRTHAPPA	<i>[Signature]</i>
13	131GCMA156	VIKRAM SUHAS MANSABDAR	<i>[Signature]</i>
14	131GCMA157	VINANTHI B V	<i>[Signature]</i>
15	131GCMA158	VINAYA M	(A) ABSENT
16	131GCMA159	VINAYAK A NADIGER	<i>[Signature]</i>
17	131GCMA160	VINAYAK C NAVALGUND	<i>[Signature]</i>
18	131GCMA161	VINAYAK VENKATRAO GAWALI	<i>[Signature]</i>
19	131GCMA162	VINUTH KUMAR	<i>[Signature]</i>
20	131GCMA163	M ANAND PRABHU	<i>[Signature]</i>
21	131GCMA164	PAVITRA SIDDAMALLAPPA	<i>[Signature]</i>
Signature of the Room Supervisor			<i>[Signature]</i> 7/2/15 20/21





Rashtreeya Sikshana Samithi Trust

# **RV INSTITUTE OF MANAGEMENT**

CA 17, 36<sup>th</sup> Cross, 26<sup>th</sup> Main, 4<sup>th</sup> 'T'Block, Jayanagar, Bangalore – 560 041

E-mail: [contact@rvim.in](mailto:contact@rvim.in) Website : [www.rvim.in](http://www.rvim.in)

**Accredited by NAAC with "A" Grade**

**Department of Marketing**

**Centre for Business Development Studies**

## **Certificate**

***Post Graduate Diploma In Contemporary Marketing Management***

This is to certify that Mr/Ms\_\_\_\_\_ has successfully completed the Post Graduate Diploma in Contemporary Marketing Management and passed the examination held during the year 2014-15 with \_\_\_\_\_ Grade.

**Ms. Anitha D'Silva**

Co-ordinator

**Dr. T V Raju**

Director, RVIM

Grade: A+ Excellent, A Very Good, B+ Good, B Satisfactory

A Premier Institute in Management Education, Training, Research and Consultancy.