

**DIPLOMA IN MARKETING & EXPORT IMPORT MANAGEMENT (DMEIM)**

**Structure: There will be 5 papers carrying 100 marks each**

- 1. Management Principles**
- 2. Marketing Management**
- 3. Advertising & Sales Promotion**
- 4. International Business Management**
- 5. International Marketing & Export Promotion**

**Project report & Viva Voce**