

**POSTGRADUATE DIPLOMA IN MARKETING MANAGEMENT – INTAKE VII**  
**(2015/2016)**

**Admission Requirements**

**1. Admission Requirements**

To be eligible for admission to the Postgraduate Diploma in Marketing Management Program, an applicant must possess one of the following qualifications and a good working knowledge of English.

1. A Bachelors' Degree (Special or a General) in the field of management (Business Administration/ Human Resource Management/ Commerce/ Public Management/ Marketing Management/ Accountancy/ Financial Management/ Public Administration/ Estate Management and Valuation/ Business Economics/ Operations Management/ Management Information System) from University of Sri Jayewardenepura or any other recognized University; or
2. Bachelors' Degree with a first or Second Class upper division in any other subject area obtained from a recognized university
3. A Bachelors' Degree in any other subjects areas obtained from a recognized University with one year working experience in Management or Marketing discipline; or
4. A recognized professional or other academic qualification with two (02) year experience in an executive capacity; or
5. Advanced Diploma in Marketing offered by the Department of Marketing Management, University of Sri Jayewardenepura with two (02) year experience in executive capacity; or
6. Diploma in Marketing Management offered by the Department of Marketing Management, University of Sri Jayewardenepura with a five (05) year post qualifying experience in management or marketing discipline; or
7. Any Diploma qualification offered by the Faculty of Management Studies and Commerce , University of Sri Jayewardenepura with a five (05) year post qualifying experience in management or marketing discipline
8. Any Higher Diploma qualification offered by the Faculty of Management Studies and Commerce , University of Sri Jayewardenepura with two (02) year post qualifying experience in executive capacity; or

9. Diploma in Marketing or Management from a recognized institute with five (05) year post qualifying experience in executive capacity; or
10. Other academic or professional qualifications may be considered for admission of candidates to the programme subject to the approval of the University Senate.

### **Application Procedure**

**Application forms** and program details can be obtained from the office of the Senior Assistant Registrar, Faculty of Graduate Studies, University of Sri Jayewardenepura in person or by post by paying an application fee of Rs 1,000/= .Those who wish to obtain the application forms and program details by post could do so by sending a self-addressed stamped envelope 10"x12" in size to the Senior Assistant Registrar, Faculty of Graduate Studies, University of Sri Jayewardenepura, Gangodawila, Nugegoda.

Applications are also available at the University official website [www.sjp.ac.lk](http://www.sjp.ac.lk) and make sure that all the documentation is complete and correct.

The following documents should be attached with the completed application form.

- i. Official certificates/ Transcript from the graduating university or institution showing the details of the degree awarded.
- ii. Certified copies of professional qualifications
- iii. Evidence of proficiency in English
- iv. Certified copies of all other relevant documents.

You have to pay Rs.1,000/= as the application fee to the university account at the People's Bank, Gangodawila, Nugegoda. **Paying in vouchers** can be obtained from the Office of Faculty of Graduate Studies or can be downloaded from the web.

The completed applications can be sent by post or **hand delivered** to the following address on or before **19<sup>th</sup> July 2015**.

Senior Assistant Registrar  
Faculty of Graduate Studies  
University of Sri Jayewardenepura  
Gangodawila  
Nugegoda

**Program duration:**

The normal period of study for the PGDMM is **one year**. Upon receiving a request, under the circumstances acceptable to the Board of study in Management Studies and Commerce, a student may be granted the extension of registration beyond two years. The maximum period of study for the program is five years from the date of commencement of the first credit course of the program. Each additional registration student must pay the required amount mention by the Faculty of Graduate Studies.

**Important Information about the Course**

**Medium of Instructions:** English

**Course Fee:** Rs.100, 000/=

**Duration:** One year

**Commencement:** August 2015

**Classes:** Sundays full day and Saturday Evenings.

**Closing Date of Applications:** 19<sup>th</sup> July 2015

**Inquires:**

Coordinator

Postgraduate Diploma in Marketing Management,

Department of Marketing Management,

Faculty of Management Studies & Commerce

University of Sri Jayewardenepura,

Gangodawila, Nugegoda.

**Tel:** 0112-758845 / 0112 -802009/0719932425

**Email:** postgradmkt@sjp.ac.lk