



POSTGRADUATE DIPLOMA IN
**MARKETING
MANAGEMENT**



GAIN A GLOBAL EDGE WITH SLIM PGDIP+CMI LEVEL 7

**GLOBAL RECOGNITION – FOUNDATION
CHARTERED MANAGER STATUS**

EXCLUSIVE RESOURCES – FREE CMI MEMBERSHIP

CAREER GROWTH – HIGHER EARNING POTENTIAL

**GAIN CMI LEVEL 7 IN STRATEGIC MANAGEMENT &
LEADERSHIP PRACTICE**

At Sri Lanka Institute of Marketing, we're here to take your professional journey to new heights. The Postgraduate Diploma in Marketing Management, now includes an extraordinary Dual Qualification in partnership with the Chartered Management Institute (CMI). The SLIM PGDip has long been one of the most respected programs for professionals looking to enhance their careers in marketing and leadership. This program isn't just about gaining knowledge—it's about applying that knowledge to real business challenges, providing you with hands-on experience that will take your career to the next level. We've partnered with CMI, the UK's Chartered body for management, which boasts over 160,000 members worldwide. CMI is renowned for its commitment to excellence in developing managerial talent, and by aligning with CMI, SLIM is now able to offer you an unparalleled qualification. With this partnership, you gain access to CMI's extensive network of industry leaders, career resources, and professional development opportunities—all of which are designed to elevate your career and provide you with global recognition. When you complete your studies, you'll graduate with two prestigious qualifications—the SLIM PGDip in Marketing Management and the CMI Level 7 in Strategic Management and Leadership Practice. This combination of qualifications gives you a significant edge in the global job market. You'll achieve both qualifications without any additional workload—making it easier than ever to gain a dual qualification that truly sets you apart. By

choosing this unique program, you're unlocking access to a wealth of benefits. Not only will you graduate with two highly sought after globally recognized qualifications, but you'll also earn **Foundation Chartered Manager (fCMgr)** status which paves the way to obtain the Chartered Manager Status which is the pinnacle of status qualifications. This prestigious designation enhances your global recognition and provides a competitive edge as you pursue exciting career opportunities worldwide.

In addition, you'll enjoy free CMI membership, giving you access to a wide range of career resources, webinars, toolkits, and much more—at no extra cost. And, with the CMI dual accreditation, research shows that graduates from such programs earn, on average, 8% more than their non-accredited peers, just 15 months after graduation. But the benefits don't stop there. As a SLIM PGDip and CMI dual-qualified graduate, you'll have access to CMI's extensive library of resources—tools designed to help you boost your employability, expand your knowledge, and stay ahead in the fast-paced world of business. With CMI's comprehensive support, you'll continue growing long after graduation, ensuring your success in your marketing and leadership career. You'll also be setting yourself up for a higher earning potential—a benefit that can help you advance quicker in your professional journey. What's more? You can begin your journey as early as 19 years old—all you need is your passion for marketing and the right mindset to succeed in the program.

The Sri Lanka Institute of Marketing (SLIM) is the national body for Sri Lankan Marketers, which was founded in 1970 and subsequently incorporated by an act of Parliament in 1980, recognizing it as the National Body for Marketing and a 'not-for-profit' organization. We are mandated to uplift the Marketing profession in Sri Lanka, thus providing Marketing studies and conducting many national level events and projects. SLIM is a member of the National Chamber of Commerce of Sri Lanka (NCCSL), Organization of Professional Associations of Sri Lanka (OPA). We are also an international affiliation with the Asia Marketing Federation (AMF) as the member of the Board of Management, Emerald Publishing and Digital Marketing Institute (Ireland).



PGDIP

Postgraduate Diploma in Marketing Management

INTRODUCTION TO POSTGRADUATE DIPLOMA IN MARKETING MANAGEMENT

The Postgraduate Diploma in Marketing Management (PGDIP) by SLIM is a highly acclaimed qualification accredited by CMI (UK) and recognized across the corporate sector in Sri Lanka. This 18-month part-time program equips aspiring marketers and professionals with the knowledge to thrive in dynamic business environments. It comprises 4 stages, starting with the Diploma in Marketing and progressing to the Postgraduate Diploma in Marketing Management

Diploma in Marketing Management

04
Months

- Principles of Marketing
- Influencing Consumer Behaviour
- Management and Communication for Business
- Digital Marketing Landscape

Higher Diploma in Marketing Management

04
Months

- Managing Brands for Performance
- Sales Operations Management
- Integrating Marketing Communication
- Digital Marketing Management

Graduate Diploma in Marketing Management

04
Months

- Marketing Environment and Planning
- Purpose-led Marketing
- Finance for Decision Making
- Making Global Marketing Strategy

Postgraduate Diploma in Marketing Management

06
Months

- Business Research Methods
- Integrated Research Project
- Seminar on Research
- Personality and Leadership Development

Assessment Criteria

DIPLOMA IN MARKETING MANAGEMENT

1. Principles of Marketing	Examination + Assignment
2. Influencing Consumer Behaviour	Examination + Assignment
3. Digital Marketing Landscape	Online MCQ Examination
4. Management & Communication for Business	Assignment + Presentation (Group)

HIGHER DIPLOMA IN MARKETING MANAGEMENT

1. Sales Operation Management	Examination + Assignment
2. Managing Brands for Performance	Examination + Assignment
3. Integrating Marketing Communications	Examination + Assignment
4. Digital Marketing Management	Digital Assignment + Presentation

GRADUATE DIPLOMA IN MARKETING MANAGEMENT

1. Marketing Environment & Planning	Marketing Plan + Presentation
2. Purpose-led Marketing	Examination + Assignment
3. Global Marketing Strategy	Assignment + Presentation
4. Finance for Decision Making	Examination + Assignment

POSTGRADUATE DIPLOMA IN MARKETING MANAGEMENT

1. Business Research Method	Examination + Assignment
2. Integrated Research Project	Dissertation + VIVA Defense
3. Personality & Leadership Development	Attendance + Reflective Learning Log
4. Seminar on Research	Attendance + Progress Presentation + Proposal + Report & Presentation

Sample Certificates


SLIM Council of Education

POSTGRADUATE DIPLOMA IN MARKETING MANAGEMENT (SRI LANKA)

This is to certify that

Has fulfilled the requirements of the examination
Of the Postgraduate Diploma in Marketing Management
Held in
JULY 2024


SLIM Council of Education


Chairman, Board of Studies


President - Sri Lanka Institute of Marketing




Sri Lanka Institute of Marketing


Asia Marketing Federation


Chartered Management Institute

This is to certify that

FirstName Surname

has been awarded the

ProgrammeTitle

XXXXXX

dd/mm/yyyy

CandidateCode

Date Issued

Learner Number





Why SLIM PGDIP is the Most Recognized Marketing Qualification?

*Local and Global Market Expertise
– Master the ability to understand
and apply marketing theories to
real-world business situations.*

*Industry-Expert Lecturers – Learn
from experienced professionals
across diverse sectors.*

*Prestigious Designators – Earn the
PGDip (MktMgmt) and Foundation
Chartered Manager (fCMgr)
titles. Exclusive Membership
Opportunities – Access SLIM and
CMI memberships for unmatched
networking and growth.*

*Achieve dual accreditation with
CMI Level 7 (Strategic Management
& Leadership Practice).*

*Pathway to MBA – Discover your
academic and professional growth
with a direct route to an MBA.*

Entry Criteria

Entry requirements are in accordance with one or more of the following qualifications;

**Minimum three passes in one sitting at the
G.C.E. A/L examination or equivalent***

or

**Minimum five years of working experience at
Marketing or Sales with G.C.E O/L***

or

**Other professional or academic qualifications
accepted by SLIM**

and

Adequate English language literacy

***Entrance through an English language proficiency test**



SLIM Home

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Ananda Rajakaruna Mw,
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Tel: 0112 675 000
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SLIM Business School - Colombo

Address: No 50,
Kitulwatta Road,
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Tel: 0114 722 522
Email: colombo@slim.ac.lk

SLIM Campus Kandy

Address: No. 269,
D.S. Senanayake Veediya, Kandy.
Tel: 0812 203 006
Email: kandy@slim.ac.lk

SLIM Business School - Matara

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