

**Are you ready
for an exciting
career in Sales?**

**POST GRADUATE
PROGRAMME IN
SALES &
MARKETING
MANAGEMENT**



A PG Programme from an apex body of management profession, that opens up a high growth career and enhances skills in Sales & Marketing

This unique programme is exclusively designed for both freshers and professionals aiming at developing competencies in the area of sales and marketing management

Curriculum endorsed by Industry Practitioners and taught by experienced faculty and practicing managers from Sales and Marketing domain. The programme offers placement opportunities in leading Sales Organisations.

Programme Overview

All India Management Association (AIMA) is the national apex body of the management profession in India. Centre for Management Education (CME) established in 1993, is the educational wing of AIMA. It functions as full – fledged autonomous business school. AIMA - Centre for Management Education is launching Sales and Marketing Management programme for junior & middle level executives. The programme aims at developing the competencies and skills needed by the future leaders in the Sales and Marketing vertical. The one year Post Graduate Certificate programme in Sales and Marketing Management is offered in flexi learning mode with substantial classroom teaching and hand on experience in industry. Therefore suitable for both working executives and fresh graduates.

Programme Objectives

To build capabilities among the participants on the following areas:

- Understanding of all the verticals of Sales – Distribution Sales, Direct Sales, Relationship Based Sales and Retail Sales
- Competency to perform as excellent Sales Executive, Sales/Account Manager, Business Development Manager
- Enhancing Business Skill – Selling Skill, Customer Relationship Skill, Communication Skill, Computer Skill, Data Management Skill
- Advanced understanding of Marketing

The Need

India, as of now, has over 3500 educational institutions offering skill building courses in the fields of management. The courses range from one-year certificate courses to two-year post graduate diploma courses or masters of management courses. The practice as of now has been that the industry hires fresh graduates from these institutes, intensive in-house training is provided to them and they become 'productive' only after a period of six months to a year.

The need of an hour is for professionals who are ready to take up the responsibility the day they join the organisation and start giving results. Today in a highly competitive world there is no time for organisations to waste. To help the industry meet the ever increasing demand of quality manpower through industry/skill oriented academic programmes, AIMA has launched the Post Graduate Certificate in Sales and Marketing Management.

Programme Focus

- Fundamentals of Marketing and Sales
- Customer Relationship Management
- Essentials of Direct and Indirect Selling
- Referral Marketing
- Managing Channels of Distribution
- Application of Management skills in Sales and Marketing
- Live Project

Selection Process

Registration: Interested candidates are requested to submit the completed application form by paying ₹ 550 for registration.

Selection based on: Qualification, Statement of Purpose, Experience certificate (if any) followed by Personal Interview

Session Commences

January/July every year

Learning Methodology

- Intensive classroom teaching by faculties and industry experts
- Interactive learning through presentations, case studies and role plays
- Live Projects in companies
- The faculty to be providing coaching support during Live Projects
- Simulation Games
- Learning monitored through monthly assessment comprising of– Written Test, Role Play and Project Reports
- Final assessment conducted by AIMA at the end of semester
- The final certification will be based upon Monthly Assessment and Final Exam

Job Opportunities after Successful Completion of the Course

The successfully certified candidates will be eligible for Team Leader / Territory Sales Manager / Zonal Manager/Channel Sales Manager/Account Manager or equivalent job in any of the following sectors.

- Distribution Sales e.g. FMCG, White Goods etc.
- Direct Sales e.g. Banking, Insurance, and Financial Services etc.
- Relationship Based Sales e.g. High-end Product Sales like Enterprise Business, HNI Segment etc.

Approved by Joint Committee of DEC-AICTE-UGC

Contact AIMA-CME, for enquiries

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