

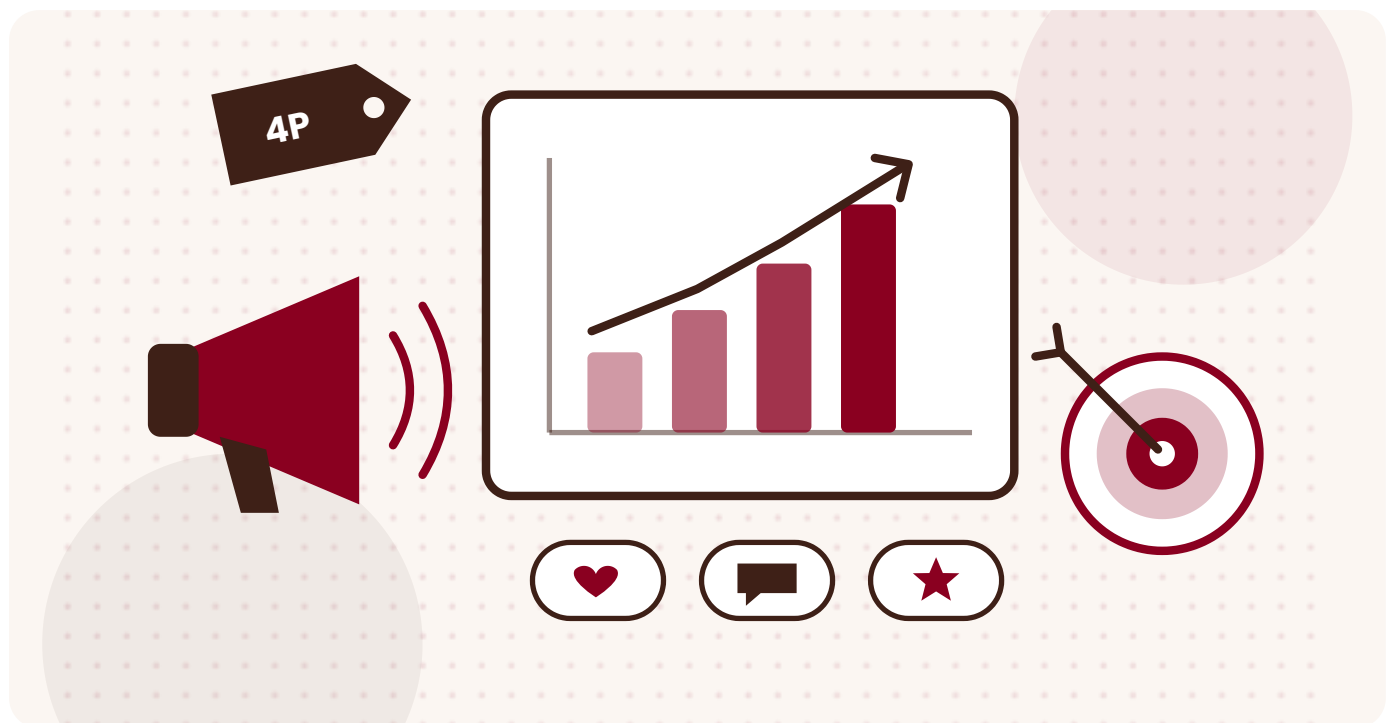


ASTER
ACADEMY

www.asteracademy.in

PROFESSIONAL PROGRAMME

Executive Diploma in Marketing Management



ELIGIBILITY
12th Pass / Above



DURATION
Regular (1 Year)
Fast Track Available



WORK EXPERIENCE
2 Years

The right & deemed fit students will be provided with 100% placement assistance

Course Description

The Executive Diploma in Marketing Management teaches learners how organisations find market opportunities, turn them into profitable strategies and deliver products and services that customers value. It is designed for sales and marketing professionals, entrepreneurs, and anyone who wants to move into a marketing role with a solid, practical foundation.

The programme covers the complete marketing process: understanding customers and markets, building and managing the marketing mix, planning advertising and promotion, conducting marketing research, and taking products into international markets. Learners also study how to measure the results of marketing plans and improve them over time, alongside the management fundamentals needed to lead campaigns and teams.

Built around current industry practice, including the growing role of digital channels and data-driven decisions, the course helps learners strengthen their profile for marketing roles and take on greater responsibility in their present organisation.

Career Opportunities

Marketing Executive**Sales & Business Development****Brand / Product Executive****Digital Marketing Executive****Market Research Analyst****Marketing Manager (with experience)**

Our Subjects

1**Essentials of Management****2****Marketing Management****3****Consumer Behaviour****4****Advertising Management****5****Marketing Research****6****International Marketing**

About Us

Aster Academy offers career-focused professional diplomas and certification programmes for students and working professionals. Our courses combine flexible online learning with online examinations, supported by faculty and academic mentors who guide learners from enrolment through to certification.

Every programme is designed around the skills employers look for, so our learners finish ready to grow in their current role or step confidently into a new one.

Exam & Fees

Examination Mode	Online
Exam Duration	2 Hours / Paper
Number of Papers	6
Total Fees for Indian Residents	Rs. 33,040*

**Terms and conditions apply.*

Admissions Open — Enrol Today

Call or email us to know more about batches, the fast-track option and placement assistance.