



University of Colombo

Faculty of Management & Finance
Department of Marketing



Diploma in Marketing 2020-2021

A Professional Marketer from Number One University in Sri Lanka



Student Handbook

**Diploma in Marketing
2020-2021**

Department of Marketing
Faculty of Management and Finance
University of Colombo Sri Lanka

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MESSAGE FROM THE DEAN



It is my pleasure to welcome all the new entrants to the Diploma in Marketing Programme (2020-2021) conducted by the Department of Marketing, Faculty of Management and Finance, University of Colombo. The Faculty of Management and Finance is one of the most prestigious institutions for business education in the country equipped with all the necessary resources to provide you with world class education.

As a new entrant to the Diploma in Marketing Programme, you will have the opportunity to study for a Diploma Programme for one year. The curriculum that you will follow is designed to inculcate you with the knowledge, skills and attitudes needed to widen your career prospects. All teaching, learning and assessment activities will be conducted in English medium and many programmes are in place to help make you familiar with the contemporary marketing trends.

During your stay at the Faculty of Management and Finance, I hope you will utilize all the opportunities available to you and cooperate with the academic and non-academic staff members of the faculty who are dedicated to assist you.

I urge you to read and be familiar with the contents in this handbook which will help you to uphold the rules and values of the faculty and the university.

I wish you all the very best and hope you will have a productive and a memorable period at the Faculty of Management and Finance.

Dr. M.P.P. Dharmadasa

Dean, Faculty of Management and Finance

MESSAGE FROM THE HEAD – DEPARTMENT OF MARKETING



As the Head of Department, with great pleasure and pride, I take this opportunity to welcome you all to the third batch of the Diploma in Marketing Programme (2020/21) conducted by Department of Marketing, Faculty of Management and Finance, University of Colombo, Sri Lanka. This is a twelve (12) years old department having been served by four Heads of Departments and comprising of around 200 students (3rd and 04th year) and fourteen (14) permanent teaching faculty with two programmes specialized in Marketing (MKT) and Hospitality and Leisure Management (HLM).

There is no doubt that you are so privileged to be entered into this prestigious state University and its well-equipped Faculty of Management and Finance, with local and international repute. We have been waiting for a long time to have a programme of this nature which gives an opportunity to a segment of the society who missed the university entrance right after their Advanced Level. Still we received number of applications from graduates specialized in other fields who wanted to study power of marketing under this state-owned number one University and its Faculty.

For your further information, this programme is designed in a way where it produces diploma holders with necessary marketing skills coupled with theoretical and practical exposure blend with balanced mixture of ingredients. We are here to delight you by fulfilling your needs beyond your expectations. This Faculty is like an educational products mall where you can have number of other programmes which will take you through from Diploma to PhD with your tireless endeavors. The number of students who have successfully enrolled in this 3rd batch, which is higher than our two preceding intakes in itself proves the name we have carved in providing top notch quality education for aspiring marketers. It is also pertinent to note that this unprecedented numbers was despite of the impact of the Covid-19 pandemic. Rest assured that Faculty and the University has in place well formulated safety and precautionary measures having your wellbeing at heart as we gradually resume lectures. In the interim, we have been able to efficiently grapple with online learning platform which has proven effective during these testing time, whilst it was pleasing to see both faculty members and students embraced it as an opportunity to learn.

We strongly believe that at the end of this programme we would be able to produce full-fledged marketing professionals who can handle any marketing issues in this dynamic and contemporary business world with ease.

With all these, I earnestly request you to exploit all the opportunities available at this leading Business Faculty and its University for the betterment of your career advancement. Though all the pedagogies related to this programme are conducted in English our facilitators are always there to assist you in each and every contact point. Don't forget to refer to this hand book as a solution pack to clear any doubts related to rules, regulations and values of this Diploma in Marketing Programme.

I wish you all the very success in your future endeavors and go away with very pleasant memories.

I assure you that I will always be there to meet and beat your queries and worries with prompt action.

Dr. Fazeela Jameel Ahsan
Head, Department of Marketing

1. The University of Colombo



1.1 A Brief History

The history of higher education in Sri Lanka is closely linked to the history of the University of Colombo. In 1870 the Ceylon Medical College, from which the present Medical Faculty has developed was established. University College was established for higher education in Arts and Science in 1921. It was then a liated to the University of London, and was housed in College House, which is the central administrative building of the University today. The University of Colombo became an autonomous university in 1978. The university is a legacy of higher education in Sri Lanka, which makes all those who enter it proud.

Over the last several decades, the University of Colombo has expanded substantially in terms of academic programmes, student enrolment and facilities. It is one of the largest Universities in the country with nine faculties and several a liated institutes and centres of learning.

Owing to its location in the metropolitan centre, the University of Colombo has the advantage of being at the hub of cultural, economic and socio-political activities of the country. It o ers library facilities, research centres, professional associations, theatres, art galleries, cinema halls etc., which can be used by the students for their own academic and personal enrichment.

1.2 Vision

To be a center of global excellence in education, research and stakeholder engagement to enrich human potential for the betterment of society.

1.3 Mission

To discover and disseminate knowledge; enhance innovation; and promote a culture of broad inquiry throughout and beyond the university through engagement and collaboration with industry and community.

1.4 Core Values

- Academic Freedom
- Learner Centeredness & Lifelong Learning
- Critical Thinking
- Creativity, Innovation & Exploration
- Integrity & Ethical Behaviour
- Good Governance, Accountability & Responsibility
- Diversity, Inclusiveness, Equality & Mutual Respect
- Professionalism, Commitment & Competence
- Collegiality
- Environmental Responsibility

2. The Faculty of Management and Finance



2.1 Historical Evolution

Established in May 1994, the Faculty of Management and Finance remains as a growing faculty of the University of Colombo. Historical development of this faculty dates back to 1979 when the Department of Commerce and Management Studies of the University of Colombo was set up. As a department which operated under the Faculty of Arts, the Department of Commerce and Management Studies grew rapidly in the 1980s and thereby became the department which accommodated the highest number of undergraduates in the Faculty of Arts.

In line with the increasing student population and the rapidly growing needs of the Sri Lankan business community, the necessity for establishing a new faculty for this particular field of study began to be felt in the late 1980s. The issue was discussed and debated among university authorities, teachers, students and other stakeholders of the University of Colombo for several years. As an initial step of expediting the process of establishing the new faculty, two academic departments, namely the Department of Commerce and the Department of Management Studies, were formed in 1993 under the purview of the Faculty of Arts. Finally, the long-lived dream of all interested parties materialized in May 1994 with the inauguration of the Faculty of Management and Finance. Since then the undergraduate and postgraduate population of the faculty has rapidly grown.

The Faculty of Management and Finance is committed to pursuing excellence in research, teaching, community services and university-industry cooperation and collaboration, whilst making all efforts to be the center of excellence for management and finance education in Sri Lanka. Living up to this commitment of national and international significance, the Faculty of Management and Finance embarked on planning for a major re-structuring program in the late 1990s. The basic thrust of this strategic initiative was to incorporate disciplinary rigor, business practicality and skill development into the curriculum, thus exploring the avenues for building mutually beneficial and collaborative links between the Faculty and the industry.

In its historical evolution, the Faculty of Management and Finance reached yet another juncture in May 2007. Putting the re-structuring plan into practice, the two academic departments which were in existence for many years were abolished and currently, the Faculty operates seven academic departments.

- i) Department of Accounting
- ii) Department of Business Economics
- iii) Department of Finance
- iv) Department of Human Resources Management
- v) Department of International Business
- vi) Department of Management and Organization Studies
- vii) Department of Marketing.

This intra-faculty institutional development has provided its undergraduates with the opportunity and resources for specialising in different fields of study including Accounting, Business Economics, Finance, Human Resources Management, Marketing, Hospitality and Leisure, International Business, Management and Organizational Studies.

2.2 Mission

To be the most prominent and leading faculty in Sri Lanka for high quality academic and executive programs, research and consultancy in management and business studies within a creative and collaborative environment towards developing managerial competencies for betterment of the society.

The Staff of the Department of Marketing



Prof. Pradeep Randiwela [M.Com (Marketing) [Col], B.Com. (Hons) [Pdn], MHRM (UK)]

Associate Professor

Tl: Marketing Management, Strategic Marketing, Marketing Communication and Services Marketing

Rl: Customer Centricity, Services Marketing and Service Culture, Sensory Marketing

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Dr. K. Kajendra [PhD in Marketing (Delhi, India), MBA (Cochin, India), M.Com (Kelaniya), B.Com (Jaffna)]

Senior Lecturer – Grade I

Tl: Marketing Management, Consumer Behaviour, Customer Relationship Management, Organisational Behaviour, Research Methods

Rl: Marketing, Consumer Behaviour and Organizational Behaviour

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Dr. (Mrs.) Fazeela Jameel Ahsan [PhD (Strathclyde, UK), MCom (India), BCom (Sri Lanka)]

Senior Lecturer – Grade I

Tl: Brand Management, International Services, Destination Marketing, Marketing Communications, Green Branding

Rl: Quality culture, Innovation, Sustainability, Green Marketing, Tourism Marketing

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Mr. J. A. S. C. Jayasinghe [MBA (Col), BCom (P'deniya)]

Senior Lecturer – Grade I

Tl: Marketing, Marketing Research, Brand Management, Services Marketing and Strategic Marketing

Rl: Marketing, Branding, Strategic Management, Direct Marketing, eMarketing, Country of Origin, Country Branding, Place Marketing, Hospitality, Leisure and Tourism Marketing

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Dr. Dinuka Wijetunga [PhD (Melbourne, Australia), MBA (PIM, SJP), BSc. Marketing (SJP), CTHE (Colombo), DipM (CIM, UK)]

Senior Lecturer – Grade I

Tl: Consumer Behaviour, Consumer Culture, Research Methods

Rl: Consumer Culture and Critical Marketing

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Mr. W. Pamarathne Gamage [M.Com (Kel), PG (Dip) Business Management [Col.], BSc Bus. Adm. (SJP), BA in RMSED (Costa Rica), Reading for PhD (Kel)]

Senior Lecturer – Grade I

Tl: Marketing, Strategic Management, Ethics and Corporate Social Responsibility

Rl: Sustainability, Creativity, Strategic Orientation

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Dr. Maduka Udunuwara [PhD (Edith Cowan University, Western Australia), MBA (PIM, SJP), BCom (Special, Col), CTHE (Col)]

Senior Lecturer – Grade I

Ti: Marketing, Customer Relationship Management, Destination Marketing and Management

Ri: Customer Service Management, Tourism

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Ms. Ruwangi Chandrasekara [[MBA (Col), BBA (Col), CIMA (Passed Finalist), CTHE (Col), SEDA (U.K.), Reading for PhD (PIM, SJP)]

Senior Lecturer – Grade II

Ti: Consumer Behaviour, Consumer Culture, Qualitative Research

Ri: Culture and Conflict/Cultural Tensions, Consumer Culture, Identity

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Mr. W. M. G. P. C. B. Wijekoon [MBA (Col), BBA (Col), CTHE (Col), SEDA (U.K.), Reading for PhD (PIM, SJP)]

Senior Lecturer – Grade II

Ti: Operations Management, Marketing Communications, Crisis Management, Marketing Research

Ri: Corporate Reputation Management, Sustainable Consumption

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Ms. Dhanushanthini Ajanthan [MBA (Col), B.Com (Jaf), HNDA (SLIATE), CTHE (Jaf)]

Senior Lecturer – Grade II

Ti: Marketing, Consumer Behaviour, Customer Relationship Management, Brand management

Ri: Relationship Marketing Orientation, Brand Equity, Corporate Social Responsibility, Social Media Marketing

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Ms. Thilini H Alahakoon [MBA (PIM, USJP), BBA (UOC), CIMA (Passed Finalist), CTHE (UOC), SEDA (UK), Reading for PhD (Queensland University of Technology, Australia)]

Senior Lecturer (Transitional) (on study leave)

Ti: Business Communication, e-Business, Destination Marketing, Hospitality and Tourism Marketing

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Ms. A. D. Shanika Lakmali [BBA (Col), Reading for MBA (Col)]

Lecturer (Probationary)

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Mr. K.D.E.M. Kathriarachchi [MBA (PIM, SJP), BBA (UOC), ACMA (UK), CGMA, CTHE (UOC), SEDA (UK), Reading for MPhil (FGS)]
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Ms. W.H.Thejani Madhuhansi [BSc (SUSL), Reading for M.Sc. in Management (SJP)]
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Ms. Thivyaashani Sivasubramaniam [MSc. Management (USJP), BBA (EUSL), PGEDBM (IBSL), DBF (IBSL)]
Lecturer (Probationary)

TI: Brand Management, e-Business, Services Marketing, Management Information System, Fundamentals of Hospitality Management
RI: Behavioural Intentions, Destination Branding, Experiential Marketing
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Non- Academic Staff



Ms. R. M. D. K. Rathnayake



Mr. W. M. S. B. Mallawa



Ms. I.S.Ramanayaka
Programme Assistant
Diploma in Marketing

4.**THE PROGRAMME STRUCTURE**

The Diploma in Marketing is a Two-semester Programme which shall be completed within a one-year period. The titles and course codes of the course modules that shall be offered in the First and Second semesters of the Diploma in Marketing Programme are as follows:

Semester	Titles and Course Codes		
	Course Code	Course Title	No of Credits
First Semester	DM 141	Elementary marketing	4
	DM 142	Basic principles of management	4
	DM 143	Basic statistics for marketers	4
	DM 144	Elementary economics for marketers	4
	DM 145	Understanding the marketing environment	4
Second Semester	DM 146	Sales skills and handling customers	4
	DM 147	Developing brands	4
	DM 128	Project Report	2

5. DIPLOMA IN MARKETING CURRICULUM

DM 141 Elementary Marketing

This course exposes students to the basic concepts used in the field of marketing and is the foundation course for many other courses of the programme. Basic concepts such as defining marketing and the process, marketing mix elements, competition in the market, developing and implementing marketing plans will be covered within this course.

DM 142 Basic Principles of Management

The main outcome of this course is to equip students with knowledge on basic management concepts and its applications in the modern business world. With the completion of this course students will be able to identify main areas to focus on to be a competent manager. Areas such as defining management, managerial functions and managerial levels and the managerial roles in the organizational context, managerial decision making, employee motivation, team work and managerial ethics and social responsibility will be covered within the course.

DM 143 Basic Statistics for Marketers

Most effective communication and presentation of results rely on data. Therefore, this course is designed with the aim of equipping students with knowledge on basic statistical applications in the modern business world. It will cover basics related to introduction to statistics, collection and presenting of data using basic statistical approaches. Thus, this course helps students to gather data, analyze data, solve problems and make decisions appropriately with a solid mathematical and statistical base.

DM 144 Elementary Economics for Marketers

As a major category of academic discipline this course is designed to educate students about general understanding on social sciences which are concerned with society and the relationships among individuals within a society. Further, main concepts such as economics elements, theories like market equilibrium, market structure, theory of costs and production and models as applied in the economic context in Sri Lanka are included in this course.

DM 145 Understanding the Marketing Environment

The marketing environment represents a mix between internal and external forces that impact the marketing function of a business. As it is important for students to be aware of these impacts when developing effective marketing strategies; this

course covers areas such as definition and elements of the marketing environment, importance and impact of identified elements of the environment and different consumer behaviors within the environment.

DM 146 Sales Skills and Handling Customers

Customer is the heart of every business and is a main determinant of its strategies. This course is an in-depth coverage of different sales skills commonly used in business organizations and various strategies used to handle customers to increase their loyalty. While following this course students will gain up-to-date knowledge on areas like the importance of sales skills, techniques of handling customers and new technologies used in both areas.

DM 147 Developing Brands

With technological advancement happening in the current business environment, customer needs and wants are changing where customers request for new products and services than ever before. Developing new products and services is not easy and it requires updated knowledge, market experience and creativity. To address these requirements, this course provides students with adequate knowledge on product and service development, trends of new products and services and the importance of product and service development in order to survive in the market.

DM 128 Project Report

The project report is a platform for students to demonstrate their learning from the programme. Here, students should apply subject areas learnt to a selected marketing problem or context of an organization. Skills such as analytical skills, creativity, theoretical knowledge, practical application will be tested within the assessment of this project.

BY – LAWS

By-Laws made by the Council of the University of Colombo under section 135 of the Universities Act No. 16 of 1978 and its subsequent amendments.

PART I – GENERAL

1. These By-Laws shall be cited as the Diploma in Marketing By-Laws No 23 of 2013 of the Faculty of Management and Finance.

Award of Diploma

2. Subject to these By-laws a person may be awarded the Diploma in Marketing (hereinafter referred to as Dip. in Mkt. if s/he has:

- (a) been a registered student of the University for the programme for the period prescribed by these By-laws;
- (b) pursued the programme of study conducted by the University as prescribed by these By-Laws, and other Regulations and Rules of the University;
- (c) satisfied the Examiners at the prescribed Written Examinations, Class Room Tests, Practical Assignments, Term Papers and any other assignments and Project report on a subject approved by the Faculty Board,
- (d) paid such registration, tuition, supervision and examination fees and other dues as may be payable by her/him to the University; and
- (e) fulfilled all other requirements prescribed by these By-Laws and any other Regulations and Rules of the University.

Administration of the Program

3. The Dean of the Faculty of Management and Finance, on the recommendation of the Head of the Department of Marketing (hereinafter referred to as the Department) shall appoint a Coordinator for the Dip. in Mkt. Programme amongst the academic staff members of the Department.

Eligibility for Admission to the Program

4. No person shall be considered for admission to the course leading to the Dip. in Mkt., unless s/he has satisfied the following requirements:

- (a) G.C.E. A/L with 3 passes in one sitting or
- (b) G.C.E. O/L with 3 years working experience in a related field
- (c) Any diploma from a recognized institution or any other equivalent qualification

And

- (d) Perform satisfactorily at a selection test and/ or an interview to be conducted by the Department of Marketing
- (e) Having a good working knowledge of English

Application for Admission

- 5.(a) Applications for admission shall be invited by notice in the newspapers or through the website/internet.
- (b) A person who wishes to follow the program leading to the Diploma in Marketing shall make an application to the Registrar when applications are called for the programme.
- (c) The application shall be made on the prescribed form providing the information as s/he may be required to submit, including her/his qualifications for undertaking the course of study.
- (d) Applications received by the Registrar shall be referred to the Coordinator of the programme. The Coordinator, having examined the applications for necessary basic qualifications, shall call the qualified candidates for a selection test and/or an interview in consultation with the Head of Department. The list of candidates to be enrolled shall be recommended to the Senate through Faculty Board.

Registration for the Programme

- 6. (a) On acceptance of the candidature by the Faculty a person shall register for the Dip. in Mkt. of the University upon payment of the prescribed registration and other fees subject to approval of the Senate.

- (b) The minimum period of registration for the Dip. in Mkt. programme shall be one year and maximum period shall not exceed three years. The period of registration shall be counted from the date of commencement of the course.
7. The registration for Dip. in Mkt. shall be deemed to have lapsed at the expiry of its period of validity. A candidate whose registration has so lapsed may renew his/her registration for a further period, provided that s/he is considered as eligible for such registration by the Faculty. However, no registration shall be renewed after the expiry of two academic years from the end of the first year of registration. Any such candidate shall be required to seek registration in the Dip. in Mkt. Programme afresh if s/he failed to obtain the Diploma even after the expiry of the third period of registration, in competition with new applicants, under the rules in force at the time of seeking such fresh registration.
8. Notwithstanding anything stated to the contrary, the Senate shall have the right to cancel at any time the registration of a candidate for a cause shown.
9. No student shall be allowed to keep away from classes or to leave the island, or to withdraw from examinations or a classroom test without prior approval from the Faculty.

PART II – Course Structure

10. The course work leading to the award of the Dip. in Mkt. shall extend over two semesters of the Programme covering Theory and Practical components, Workshops/Seminars, Continuous Assessments and work on the Project report as prescribed by Regulations and/or Rules of the University. The Programme shall extend continuously over the period from the beginning of the first Semester to the end of the second Semester.
11. The Dip. in Mkt. programme shall be deemed to be a one year programme with eight course modules including the Project report.
12. The Programme shall comprise the course work consisting of the Theory and Practical components, a Project report as applicable to the student as specified in Regulations and/or Rules on it, and all examinations prescribed by these By-Laws and/or Regulations and/or Rules relevant to this Programme.
13. The course work relevant to the Programme shall consist of lectures, seminars, teamwork, tutorials, field/industry visits, practical classes and other assignments on course modules as shall be prescribed by the Senate on the recommendation of the Faculty. The list of course modules, the syllabi and the number of question papers in each course module of the Programme shall be those set out under Regulations passed by the Senate from time to time.
14. Project Report shall be on an area of marketing and should be based on a practical research problem. The Project Report shall begin in the second

semester during which period each candidate shall be working under the supervision of one of the Faculty members.

15. The titles of course modules taught shall be as those set out in the schedule and the Senate shall have power, on the recommendation of the Faculty Board of the Faculty of Management and Finance to amend the list of course modules, the syllabus and the number of question papers thereof.

Part III – Evaluation/Examination

16. Performance of a candidate at the Dip. in Mkt. Programme shall, if otherwise not stated in these By-Laws and Regulations, be evaluated through a combined system of continuous assessment, End-of-Course Examinations and the Project report.

17. In each of the taught course modules, 40 percent of the maximum mark shall be allocated through a system of continuous assessment based on the performance at take-home assignments, term papers, presentations and/or classroom tests. The balance 60 percent shall be awarded on the performance at the written examination held after completion of prescribed period of teaching.

18. A candidate's performance in the course modules and the Project report shall be graded according to the following scheme and the calculation of Grade Point Average (GPA) is carried out considering the grade point for each course module and credits allocated.

Grade	Benchmark	Grade point
A+	>=85%	4.00
A	75% - 84%	3.85
A-	70% - 74%	3.70
B+	65% - 69%	3.30
B	60% - 64%	3.00
B-	55% - 59%	2.70
C	50% - 54%	2.30
D	40% - 49%	1.90
F	00% - 39%	0.00

$$\text{GPA} = \frac{\sum \text{Grade Points} * (\text{Credits})}{\sum \text{Credits}}$$

19. A person shall not be permitted to sit for the examination unless:

- (i) S/he has followed at least 80 percent of the classes conducted;
- (ii) The Coordinator has certified that s/he has completed the course of study leading to the examination by attending the required proportion of lectures, tutorial classes and other forms of instructions of each course module;

- (iii) Her/his registration continues to be in force; and
 - (iv) S/he has duly applied for the examination in accordance with the prescribed manner.
 - (v) S/he has registered with the Examinations Branch of the University for the Examination s/he intends to sit;
20. (a) Where a student does not apply for and/or take the Examination on the first occasion she shall be deemed, unless the Senate determines otherwise on the recommendation of the Faculty, to have taken the Examination on that occasion which shall be taken into account in computing the total number of occasions on which an Examination may be taken by a student.
- (b) A student who is excused by the Senate on the recommendation of the Faculty Board from taking the Examination on the first occasion shall take the Examination on the very next occasion when it is held and if she/he fails to apply for and/or take the Examination on that occasion she shall be deemed, unless the Senate determines otherwise on the recommendation of the Faculty Board, to have taken the Examination on that occasion which shall be taken into account in computing the total number of occasions on which an Examination may be taken by a student.
- (c) A student who has not completed all the required continuous assessments prescribed in the course outline of course modules offered in the particular semester shall not proceed to the next semester. The minimum marks required for continuous Assessment is 20 Marks. However, if a student has not completed End-of-Module Examination only, then she shall proceed to the next semester.
- (d) All rules relating to the Examination Procedure, Offences and Punishment Regulation No. 1 of 1986 shall *mutatis mutandis* apply to the Dip. in Mkt. examination as well.
- (e) Without prejudice to the generality of the Regulation No. 1 of 1986, rules relating to Class Room Tests shall be formulated and implemented by the Coordinator and any matters relating to such tests shall be decided by the Faculty Board on the recommendation of the Coordinator and the Head of the Department.
- f) Rules relating to Assignments and the Project report shall be announced, from time to time, by the Coordinator in consultation with the facilitators and such rules shall not be changed or revoked unless otherwise decided by the Faculty Board.
21. The examination scripts at the final examination and the Project Report shall be assessed by two independent examiners per examination paper and per Project report, appointed by the University Senate, on the recommendation of the Faculty Board.

22. A candidate should obtain a minimum grade point of 2.3 or more (50% or more of the maximum marks of 100%) to pass in that course module including the Project Report.
23. A candidate shall be deemed to have been successful at the examination leading to the award of the Diploma if s/he obtains,
- (a) 30 credits from all the course modules and the Project Report, and
 - (b) a minimum GP of 2.3 or above in each of the course module and the Project Report
24. A candidate who has been successful at the examination leading to the award of the Diploma may be awarded a distinction pass at the examination if he/she obtains an overall Grade Point Average (viz. an average of 3.85 for all the course modules and the Project Report) of at least 3.85 in the first period of registration.
25. A candidate who has been successful at the examination leading to the award of the Diploma may be awarded a merit pass at the examination if he/she obtains an overall average (viz, an average GPA of 3.3 for all the course modules and the Project Report) GPA of 3.3 in the first period of registration.
- 26.
- (a) A candidate shall be deemed to have an incomplete result in one or more course modules of the Diploma if he/she obtained a GP of less than 2.3.
 - (b) A candidate who has an incomplete result having obtained a GP of less than 2.3 in each of the course modules during a two semester shall repeat the course modules at the next available occasion. Such candidates shall be given the option of carrying forward the continuous assessment marks if it is above 20.
 - (c) A candidate who repeats one or more course modules shall be deemed to have passed the course module if s/he obtained a GP of 2.3 or above
 - (d) Notwithstanding anything contained in any other sections of these By-Laws, a candidate who fails to obtain at least a grade point 2.3 in the Project report shall be considered being incomplete in the Project report, and shall be required to resubmit the report within a period of 6 Months.
 - (e) A candidate who re-submits the Project report under 26 (c) above shall be deemed to have passed in the Project report if s/he receives GP 2.3 for it. A candidate who obtains more than GP 2.3 for the Project Report at the resubmission shall be given a maximum GP of 2.3.
 - (f) Candidates who have failed to submit the Project report as laid down in 14 shall not be permitted to submit that again unless permission has been granted by the Senate.

27. A candidate who fails to satisfy the conditions in 22, 23, or 26 shall be deemed to have failed the examination.
28. A candidate with incomplete results shall be eligible for two further attempts provided s/he has a valid registration.
29. The University shall announce through public notification the names of candidates who have passed the Dip. in Mkt. examination and those who have incomplete results in the Dip. in Mkt. after completing the whole examination. All candidates shall be informed individually of the results of their examinations and in case of incomplete result, they shall be informed of course modules in which they received less than GP 2.3.

PART IV – INTERPRETATION

30. In these By-Laws unless the context otherwise requires
“Council” means the Council of the University of Colombo constituted under the University Act No. 16 of 1978 (as amended);
“Senate” means the Senate of the University of Colombo constituted under the University Act No. 16 of 1978 (as amended);
“The Faculty” means the Faculty of Management and Finance of the University of Colombo.
“The Faculty Board” means the Faculty Board of the Faculty of Management and Finance of the University of Colombo.
“The University” means the University of Colombo.
“Head” means the Head, Department of Marketing, University of Colombo.
“Department” means Department of Marketing, Faculty of Management and Finance, University of Colombo
31. Any question regarding the interpretation of these By-Laws shall be referred to the University of Colombo Council whose decision thereon shall be final.
32. The Vice-Chancellor shall have authority, in consultation with the Dean of the Faculty, to take such action or give such direction, not inconsistent with the principles underlying the provisions of these By-Laws, as appears to him to be necessary or expedient for the purpose of removing any difficulties that may arise in the interpretation of these provisions or for which there is no provision in these By-laws.

REGULATIONS

Regulations made by the Senate of the University of Colombo under Section 136 of the Universities Act No. 16 of 1978.

1. These Regulations may be cited as the Diploma in Marketing Regulations No 23. of 2013.

Part I - The Structure and Course modules of the Dip. in Mkt. Programme

The Dip. in Mkt. is a Two-semester Programme which shall be completed within a one-year period.

2. (a) The titles and course codes of the four (04) compulsory course modules that shall be offered in the First semester of the Dip. in Mkt. Programme are as follows:

Titles and Course Codes- Semester One

Course Code	Course Title	No of Credits
DM 141	Elementary marketing	4
DM 142	Basic principles of management	4
DM 143	Basic Statistics for marketers	4
DM 144	Elementary economics for marketers	4
	Total	16

- (b) The number of hours allotted for lectures, seminars, and workshops etc. in each of the above course modules shall be about 60 hours.

3. (a) The titles and course codes of the three (03) compulsory course modules & the Project Report that shall be offered in the Second semester of the Dip. in Mkt. Programme are as follows:

Titles and Course Codes – Semester Two

Course Code	Course Title	No of Credits
DM 145	Understanding marketing environment	4
DM 146	Sales skills and handling customers	4
DM 147	Developing brands	4
DM 128	Project Report	2
Total		14

- (b) The number of hours allotted for lectures, seminars, and workshops etc in each of the above course modules shall be about 60 hours, for the Project Report, 30 hours.
4. Title and course code of the project report that shall be offered in the second semester of the Dip. in Mkt. Programme shall be as follows. DM 128 Project Report
5. (a) Students reading for DM 128 shall submit the DM 128- Project report at the end of the second semester.

At the beginning of the second semester, as communicated by the Coordinator, each student shall prepare the proposal for DM 128 - Project Report and shall submit to the Coordinator for approval. The topic of the Project Report shall be submitted to the Faculty Board through Coordinator for approval.

A student whose proposal for the DM 128 - Project Report is not approved shall re-submit a revised version of the proposal to the Faculty Board on or before the re-submission date specified by the Coordinator. No student shall be granted to re-submit the revised version of the proposal on more than two occasions.

The Project Report shall be on Marketing related areas and should be based on a practical Marketing topic. Each candidate shall be

working under the supervision of one of the Faculty members. The Project Report to be presented shall have two sections; a conceptual section and an empirical section.

Part II - Examinations of the Programme

6. The written examination and the continuous assessment for any course module shall take the following form:

- (a) For each course module, there shall be a written, open or closed book end-of-course Examination of 3 hours duration, consisting of compulsory and/or selective questions as specified in the question paper. The question paper will carry a maximum score of 100 marks
- (b) Each course module of the first semester shall carry a value of four credits each and other course modules (except DM 128 - Project Report) offered in the second semester shall also carry a value of four credits each. DM 128 - Project Report course module shall carry a value of two credits.
- (c) There shall also be a Continuous Assessment which may include individual and/or group assignments, case studies, quizzes, projects, presentations and mid-semester tests. The Continuous Assessment of each course module shall be specified in the Course Outline which shall be distributed among the students at the beginning of the course and shall not be changed without consulting the Coordinator. The Continuous Assessment shall carry a maximum of 40 marks
- (d) For the final grading of the course module, unless otherwise stated in these By-Laws and Regulations, the End-of-module examination and the Continuous assessment are evaluated as follows:

End-of-course Examination	60%
Continuous Assessment	40%

7. With regard to the examination on the DM 128 - Project Report, the following shall be applicable:

- (a) The date for the submission of the Project Report shall be announced by the Coordinator with the approval of the Faculty Board at the beginning of the second semester and shall not exceed more than one month after the final paper of the second semester examination.

- (b) The students shall submit, with the recommendation of the appointed Supervisor, two copies of the Project Report in spiral binding on or before the stipulated date for submission.
- (c) The Project Report shall not exceed 5,000 words excluding tables, appendices, and figures etc and shall be submitted in accordance with the format given in the Schedule.
- (d) The Project Report shall carry a maximum mark of 100 and a weightage of 2 Credits.
- (e) The Project Report shall be subjected to assessment by two independent examiners and the average of the marks awarded by the two examiners shall be considered as the final marks.

8. Any question regarding the interpretation of these Regulations shall be referred to the Council whose decision thereon shall be final.

9. The Vice-Chancellor shall have authority, in consultation with the Dean of the Faculty, to take such action or give such direction, not inconsistent with the principles underlying the provisions of these Regulations, as appears to him/her to be necessary or expedient for the purpose of removing any difficulties that may arise in the interpretation of these provisions or for which there is no provision in these Regulations.

Schedule

The format of the final version of the Project report to be submitted in partial fulfilment of the Dip. in Mkt. Programme of the Faculty of Management and Finance, unless otherwise required by the Faculty, shall be in A4 (8.27"×11.69") size papers and printed on one side of the paper only, double spaced and with margins of at least 1 1/2" on the left side and 1" on the right side and 1" at the top and bottom of each page.

The two copies to be submitted to the Assistant Registrar in charge of the subject of Examinations. The Project Report shall be incorporated in the following order;


- (a) a title page giving the title of the Project Report, the diploma for which it is submitted, with the names of the Department and Faculty, the full name of the author and the date of submission for the diploma;
- (b) the following declaration, signed by the candidate:

“I certify that this Project Report does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma or any other courses of study in any University or any other institution and to the best of my knowledge and belief it does not contain any material previously published or written by another person or myself except where due reference is made in the text.”
- (c) certification of the supervisor(s) to submit the Project Report to the Faculty;
- (d) an acknowledgement by the candidate of assistance rendered or work done by any other person or organisation;
- (e) an abstract;
- (f) a table of contents;
- (g) a list of tables and figures;
- (h) the main text;
- (i) references if any;
- (j) appendices, if any;

Wherever possible, tables shall be inserted in the proper place in the text, but comprehensive tables shall appear as appendices.

The Project Report shall be sewn, trimmed, bound and covered with dark cloth, leather or rexene, preferably brown.

On the spine of the Report there shall be given in lettering of suitable size, the surname of the candidate and the title of the Project Report, abbreviated if necessary. If the lettering will not fit across the spine it shall run along the spine reading from top to bottom.

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