

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.

Diploma in Marketing 2021-2022

Department of Marketing | Faculty of Management and Finance | University of Colombo | 16

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 (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.

Application for Admission

5.(a) Applications for admission shall be invited by notice in the newspapers or through the website/internet. Diploma in Marketing 2021-2022

Department of Marketing | Faculty of Management and Finance | University of Colombo | 17

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.
Diploma in Marketing 2021-2022

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.

Diploma in Marketing 2021-2022

Department of Marketing | Faculty of Management and Finance | University of Colombo | 18

i (iii) Her/his registration continues to be in force; and

ii (iv) S/he has duly applied for the examination in accordance with the prescribed manner.

iii (v) S/he has registered with the Examinations Branch of the University for the Examination s/he intends to sit;

19. (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.

20. 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.

Diploma in Marketing 2021-2022

21. 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.

22. 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

23. 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.

24. 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.

25.

(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.

Diploma in Marketing 2021-2022

Department of Marketing | Faculty of Management and Finance | University of Colombo | 22

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	Course Title	No of Credits
One Course		
Code		
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

Part III – Evaluation/Examination

15. 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.

16. 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.

17. 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