



# **St. Joseph's College of Commerce** (Autonomous)

*163 Brigade Road, Bengaluru, Karnataka - 560 025.*

**POSTGRADUATE DIPLOM IN  
MARKETING MANAGEMENT**

**ADMISSIONS  
2026 - 2027**



# About the Institution



St. Joseph's College of Commerce, formerly a part of St. Joseph's College was established in the year 1882 as an educational initiative by the French foreign mission Fathers. In 1937, the management of the college was handed over to the Jesuits, a worldwide Catholic religious order with a special focus on education. Loyola College, Chennai, St. Xavier's College Calcutta and St. Xavier's College Mumbai are the other premier institutions in India run by the Jesuit Order. The Department of Commerce was established in the parent college in 1949. In 1972, this department became an independent college under the name St. Joseph's College of Commerce. It is recognized under Section 2(f) and 12B of the UGC Act. It became an autonomous institution in October 2004. St. Joseph's College of Commerce was recognized as a "College with Potential for Excellence" in February 2010 by UGC. Currently it enjoys an A++ grade with the National Assessment and Accreditation Council (NAAC).





**CHARACTER  
FORMATION**

**SOCIAL  
CONCERN**

**ACADEMIC  
EXCELLENCE**

## College Motto, Vision and Mission

### **Motto**

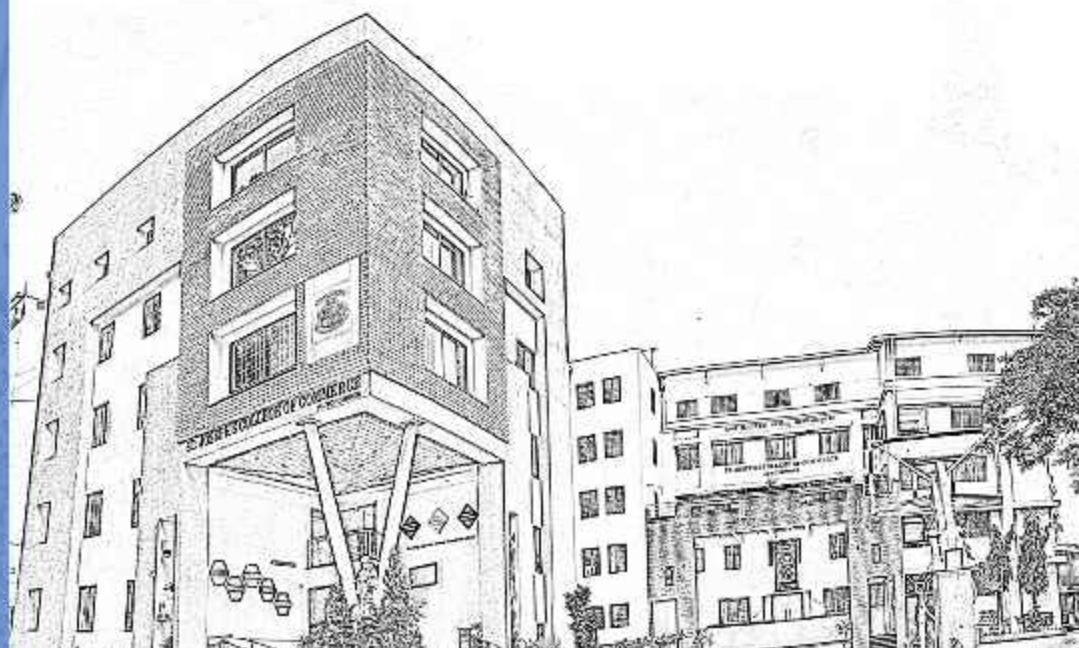
"Fide et Labore," meaning "Faith and Toil." Faith is the commitment to God and fellow beings while Toil represents hard work.

### **Vision**

To create a just, secular and democratic society specially in the service of the poor, the oppressed and the marginalized.

### **Mission**

"St. Joseph's College of Commerce seeks to be a place where academic excellence goes with the cultivation of virtue, and where a community is formed which sustains men and women in their education and their conviction that life is only lived well when it is lived generously in the service of others".



# Milestones

St Joseph's College was established in 1882

**1882**

St Joseph's College introduced the Department of Commerce

**1949**

Became an independent College, St Joseph's College of Commerce

**1972**

First cycle of NAAC, accredited with 5 stars

**2000**

Granted Autonomous Status by UGC

**2004**

Second cycle of NAAC accredited with an A grade

**2007**

Recognized as "College with Potential for Excellence" by UGC

**2010**

Bangalore University recognized the College as a Research Centre

**2010**

Third cycle of NAAC - accredited with A grade, CGPA 3.37

**2012**

Fourth cycle of NAAC - accredited with A grade A++, CGPA 3.57

**2021**



# About the Programme

## PGDMM

Post Graduate Diploma in Marketing Management abbreviated as PGDMM is a Weekend Post Graduate Diploma programme recognized by the Government of Karnataka. It is a One Year (Two Semesters) Program for students pursuing other fulltime / Part-time programmes, Entrepreneurs and Working Executives to gain vigour and profundity in the area of Marketing Management, a favourite area of interest for any management of an industry.

This programme uncovers the important areas Advertisement, Product Sales Management, Analytics in Marketing, evaluation of Consumer choices, thought and decision making process, and the like. There is an exposure of Eight (08) courses provided during the span of One year (Two Semesters), along with guest lectures, workshops and other relevant hands on experiential learning though technical tools, which will equip an executive, an entrepreneur or a student to appraise the industry atmosphere and make a right fit.



**For Syllabus -**

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# Programme Objectives

- Designed to expose learners with knowledge, skills and integrated perception of various functions of management to sustain the growing momentum of the industry and help achieve higher levels
- To provide an opportunity to students, who wish to change their discipline of study
- To upgrade knowledge within a discipline
- Preparation for entry to a postgraduate programme for pursuing their master's degree





# Key features of the Programme



Exposure to the needs of industry



Classes by competent and qualified faculty members with rich industry experience



Analysis of the industry problems in classroom teaching



Workshops conducted for specialised packages with regards to the concerned specialisation



Guest lectures conducted to connect with the industry experts



Excellent infrastructure with minimal fee structure



Continuous evaluation



Industry oriented skill-development programmes.

# Admission Process

## Eligibility

It is mandatory for all the candidates seeking admission to the Post Graduate Diploma Programme to have successfully completed any undergraduate degree from a recognized university with an aggregate of 50% of marks in all the core papers.

## Fee structure

1. Admission Registration fee of Rs. 5,000 (Non-Refundable)
2. Programme fee as per the below table

### PGDBA Programme fee as per the table below

|                   |                                                                                                           |
|-------------------|-----------------------------------------------------------------------------------------------------------|
| Programme:<br>PGD | Bengaluru City University / Other than<br>Bengaluru City University / NRI Students /<br>Foreign Nationals |
| 1 Year            | 38,000                                                                                                    |

### Additional Fees (if applicable)

|                                           |       |
|-------------------------------------------|-------|
| Parking Fees for Two Wheelers (per annum) | 5,000 |
|-------------------------------------------|-------|

Details regarding the payment of fees by the candidate will be intimated in the Provisional Admission letter.



## HOW TO APPLY

Step1: Application form for the admission should be filled (fill-in all applicable fields) and submitted online through the college website ([www.sjcc.edu.in](http://www.sjcc.edu.in)).

Step2: On the success of the payment transaction and submission of the online application please note down the 8 digit Application Number generated by the software. The same should be quoted for all further correspondences during the time of admissions.

Step3: Candidates can download the e-admit card and attend the online aptitude test. (Refer eligibility and admission procedure /test dates /important dates for details)

Step4: The final list of the provisionally selected candidates and the schedule of the interview/orientation can be viewed on the application Portal or will be intimated personally to the candidate's email ID they have provided.

## NOTE

If the "Payment processing output page/application number" is not displayed on your monitor due to power failure or Internet link failure after the deduction of the amount, then go to My applications (in your logins), use the payment enquire (Check Status) button to update the payment status, and generate the application.

In case of any problem, the candidate can contact us at 7406211823/080-25365298/ Ph. Nos. (080)/25360644/6 between 9.30 a.m. to 5.00p.m. from Monday to Friday and on Saturdays 9.30 a.m. – 1.00 p.m.



A photograph of a modern, multi-story building with a yellow and grey facade. The building has several windows and a central entrance with a large staircase. A red banner with white text is overlaid on the image.

[\*\*CLICK HERE TO APPLY\*\*](#)



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