



## ADVANCED PROGRAMS FOR MARKETING PROFESSIONALS [2010 -11]

### ABOUT MRSC

Maharaja Ranjit Singh College of Professional Sciences (MRSCPS), Indore is imparting value added education of global standards to help the students for competitive excellence and financial freedom. The institute was set up in 1994 by the Indo Friends Foundation Trust, Indore. Under the guidance of managing trustee Dr. R.S. Makhija. The Indo Friends Foundation Trust is a voluntary, non political, non-profit organization registered with the Govt. of M.P. as a public trust. The trust is inspired by the great patriot and democrat, the lion of Punjab Maharaja Ranjit Singh and his immense love for education, and thus named the institute as "Maharaja Ranjit Singh College of Professional Sciences". The institute offers MBA (Full time), MBA (FA), MCA, BBA, BCA, M.Sc., B.Sc., B.Com. It aims at becoming one of the best education center in the country. The institute is headed by young & dynamic CEO, Mr. Satvinder Singh. The institute has achieved great heights under Dr. Nishith Dubey, Director of the institute. The institute has affiliation with Devi Ahilya University which has four star NACC GRADING.

### For Admission

**Prof. Vishal Soni**  
Associate Professor  
Mob. 98260-55367

**Dr. Nishith Dubey**  
Director, Mgt. Prog  
Mob. 9229241793

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### **Courses Available:**

Advance certificate program on Marketing Management  
Advance certificate program on Viral Marketing  
Advance certificate program on Sales Management  
Advance certificate program on Marketing Research  
Advance certificate program on Strategic Brand Management  
Advance certificate program on Product management

### **PEDAGOGY**

Each module will be taught through e-mode of learning with the help of case studies, corporate examples and general discussions.  
Students need to submit assignment on time

### **PROGRAM DESIGN AND DURATION**

The duration of every program is of 3 months  
One intensive workshop of 3 days will be conducted at the MRSCPS campus at the beginning of the program (Optional).

### **CERTIFICATION**

Candidates will be awarded a certificate of participation from MRSCPS.

### **ELIGIBILITY CRITERIA**

Graduation (10+2+3 or equivalent) in any discipline. Working managers with experience will be given preference

### **SELECTION PROCESS**

Students would be selected on the basis of their application forms and statement of purpose submitted along with their application form.

### **FEE**

Program Fee: Rs 1650/- per course.