

PGD in STRATEGIC MARKETING



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About Us

Established in September 2020, Colombo Graduate Campus is a limited liability company.

The Colombo Graduate Campus (CGC) is a prestigious educational institution offering a diverse array of academic and professional programs to both Sri Lankan and international students.

The Colombo Graduate Campus (CGC) features a comprehensive One-Stop Centre in Kollupitiya, Sri Lanka, dedicated to assisting international students seeking higher education in both public and private institutions abroad, as well as in language and training centers. This center, strategically situated in Kollupitiya, is easily reachable via multiple transport options. Furthermore, CGC extends its services across several key locations in Sri Lanka, including Colombo, Jaffna, Kandy, Batticaloa, and Galle. The professional certifications are provided by CGC's training division called Phoenix Professionals.

The Colombo Graduate Campus (CGC) boasts prestigious partnerships with esteemed international colleges and universities. Renowned institutions such as Qualifi, OTHM, and Microsoft Certifications are among the diverse programs we facilitate in Sri Lanka. Thanks to our strong collaborations with these global affiliates, we take immense pride in having fostered opportunities for over 700 undergraduate and postgraduate students in a relatively short timeframe, predominantly in the disciplines of Management, IT, and Languages.

Our Vision

To weave innovation, sustainability, and adaptation into every facet of learning, cultivating responsible leaders for a resilient future.

Our Mission

To empower a diverse community of learners to explore and create solutions for the pressing challenges of our time. Through innovation in teaching, research, and community engagement, we promote continuous improvement and global citizenship. Guided by principles of sustainability and adaptability, we commit to environmental stewardship and ethical resource management, shaping a future that reflects our values.



About Qualifi

Qualifi is a distinguished 21st-century awarding organisation headquartered in the United Kingdom, established with a clear mission to address the dynamic and evolving education and training needs of learners and employers both in the UK and across the globe. With a strong emphasis on quality, relevance, and innovation, Qualifi has developed a broad portfolio of internationally recognised qualifications that span key sectors such as business, management, health and social care, hospitality, and more. These programmes are designed to equip learners with the practical skills, academic knowledge, and industry-relevant competencies essential for success in today's fast-paced and highly competitive global job market.

As a recognised awarding organisation regulated by Ofqual (The Office of Qualifications and Examinations Regulation), Qualifi operates under the highest standards of integrity and excellence. This regulatory oversight ensures that all qualifications are developed and delivered with rigorous quality assurance processes, giving learners, employers, and academic institutions complete confidence in the validity, reliability, and value of the qualifications awarded.

Qualifi qualifications are not only a mark of academic achievement but also a gateway to further educational opportunities, including direct progression routes to bachelor's and master's degree top-up programmes with a wide network of partner universities in the UK and overseas. This seamless academic progression makes Qualifi an ideal choice for learners seeking both professional development and higher education advancement.

By maintaining strong links with industry, academia, and global training providers, Qualifi continues to ensure its qualifications remain current, impactful, and aligned with market needs. Its commitment to lifelong learning, employability, and global standards has positioned Qualifi as a trusted and respected leader in the field of education, empowering thousands of learners worldwide to achieve their personal, academic, and professional goals.

PGD in STRATEGIC MARKETING



Course Overview

The qualification in Strategic Marketing has been designed to develop and recognise the strategic marketing professionals of today and tomorrow, while promoting high standards of professionalism and expertise in the marketing sector. This Level 7 programme encourages learners to critically assess, apply, and integrate a comprehensive range of strategic marketing concepts, tools, and frameworks relevant to modern business practices.

Learners will be required to explore and evaluate the latest developments in global marketing strategy, consumer behaviour, digital transformation, brand management, and data-driven decision-making. The programme goes beyond traditional marketing models by embracing innovative and contemporary approaches that align with the evolving demands of the 21st-century global business environment.

Through a combination of theoretical analysis and practical application, the course aims to enhance the strategic thinking, analytical skills, and leadership capabilities of marketing professionals. It is ideally suited for individuals seeking to make impactful contributions within their organisations and to progress toward senior marketing and management roles or advanced academic pathways, including a Master's degree top-up.

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Modules

Contemporary Issues and Principles of Marketing	20 Credits
Consumer Behaviour and Market Communications	20 Credits
Digital and Social Media Marketing	20 Credits
Contemporary Challenges and Strategic Marketing	20 Credits
Strategic Brand Management	20 Credits
Marketing Research Project	20 Credits

Learning Outcomes

- Gain a sound and coherent foundation in strategic marketing, such that they will be able to define and execute practical strategic marketing interventions that exist in professional practice.
- Apply analytical ability and problem-solving skills in the context of marketing management; Synthesise and critically evaluate theoretical frameworks of strategic marketing, consumer behaviour, brand managements, digital marketing, market research and design and innovation as applied to marketing.
- Demonstrate an understanding of the practical value of these frameworks in a range of strategic business situations.
- Create frameworks for understanding and analysing strategic marketing processes in diverse organisational types, encountering different and changing marketing environments.
- Develop practical research and analytical capabilities in the context of market/driven strategy, and in particular in the formulation of value propositions in provider/customer relationships.
- Review, modify, synthesise and apply transferable strategic marketing, branding, consumer behaviour and digital marketing concepts and skills in the management of product and market development, in particular from the strategic perspective.
- Critically assess market-sourced data and information from a variety of organisations and use this for strategic marketing and decision making.
- Evaluate a variety of creative approaches to product and service design, creativity and innovation that may contribute to organisational wealth and solve organisational problems.
- Demonstrate personal development and learning skills applicable to marketing practices in the marketing environment.

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Entry Requirements

- A minimum of a Level 6 qualification in a related sector OR
- A bachelor's degree OR
- A minimum of 3 years' work experience that demonstrates current and relevant industry knowledge



Colombo Graduate Campus

 **0777 914 857**

A: No. 22, Ramakrishna Road, Colombo 06

T: +9411 349 7588

E: Info@cgcedu.lk | W: <http://cgcedu.lk/>