

Fee Structure

Sr. No.	Particular	Amount (₹)
01.	Tuition Fees	35250
02.	Library Fees	1000
03.	Study Material Fees	5000
Total (1 to 3)		41250
04.	Examination & Marks Statement Fees	2300
05.	Refundable Library Deposit	1000
Grand Total		44550

* Enrolment - ₹220/-, Eligibility - ₹320/-, Post-Graduation Registration fees ₹825/- and Certificate verification (based on actuals) will be charged separately.

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University of Mumbai

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61st year of Insurance
Education & Training

Insurance Institute of India

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Mumbai - 400 051.

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POST GRADUATE DIPLOMA IN INSURANCE MARKETING (PGDIM)

University of Mumbai
DEPARTMENT OF ECONOMICS
(Autonomous)

&

INSURANCE INSTITUTE OF INDIA
(COLLEGE OF INSURANCE)

POST GRADUATE DIPLOMA IN INSURANCE MARKETING (PGDIM)

The College of Insurance (training arm of the Insurance Institute of India) engaged in imparting Insurance Training for the last 50 years, has always kept the aspirations of the market in picture and responded to the changing and challenging needs of the Insurance industry by providing the requisite knowledge and qualifications.

The importance of Insurance Marketing has increased manifold in the Indian market in recent years. The industry has been trying out every possible way to connect with customers. New distribution channels have opened up and the industry has tried to innovate, imitate and rediscover newer strategies to expand their business. The Insurance Regulator has supported the industry's efforts by creating enabling provisions for growth and development of the market. With all the challenges that came with liberalization of the insurance industry, the industry felt a huge skill-gap in the area of insurance marketing. The industry has welcomed many marketing professionals from non-insurance domain to use their skills in marketing insurance. Today, there is great need for qualified marketing managers who can manage the quarter crore plus persons involved in insurance sales today, give them direction, channelize their efforts in the best manner, optimize their performance and sustain their zest for success.

The PGDIM course has been designed with this purpose in mind. This program will empower those who are engaged in or aspiring for a career in marketing insurance products and supervising/ managing people who are selling/ marketing insurance products at all levels.

Course Objectives:

The course is designed to give students a firm grounding in the fundamentals of marketing and insurance specific applications of marketing. This will be done by:

- ▶ Providing a thorough knowledge of the fundamentals of insurance.
- ▶ Familiarizing them with different types of insurance businesses and their characteristics.
- ▶ Acquainting them with the specific applications of insurance principles in life and general insurance.
- ▶ Giving them an in depth understanding of the characteristics of the Indian market
- ▶ Making students understand the challenges and operational realities of Marketing insurance in the Indian social / economic / regulatory scenario.

Eligibility Criteria:

An applicant for this course should hold at least a three-year bachelor's degree or equivalent in any discipline from any recognized university in India.

Course Structure:

Term I - Insurance Fundamentals & Practices - Principles of Economics & Economic Environment - Financial Planning and Professional Selling of Insurance - Risk Management & Underwriting of Life/ General/ Health Insurance lines

Term II - Marketing Channels in Insurance & Agency Management - Marketing Management and Insurance - Understanding Buyer Behavior/ Branding & Integrated Marketing Communication - Specialization in Life Insurance or Specialization in General Insurance

Admissions:

The admissions are open for the Academic Year 2016-17.

- ❖ The PGDIM course spanning two semesters is held on week-ends in the College campus at Bandra- Kurla Complex, Bandra East, Mumbai.
- ❖ The mode of evaluation for the papers would be end term examinations that would be conducted at the end of each term and evaluation / viva for the Project work.
- ❖ The classroom training is imparted by expert faculty from the University and the insurance industry.
- ❖ The course essentially includes forty-eight hours of classroom delivery for each of the seven theory papers, plus a yearlong project work and assignments.
- ❖ On successful completion of the course, Post Graduate Diploma in Insurance Marketing will be awarded by the University of Mumbai and the Insurance Institute of India Mumbai.

Scholarship Scheme*

"GIC Re-III - Insurance Marketing"

Recognizing the importance of this course to the insurance industry, the General Insurance Corporation of India (GIC Re) has come forward to sponsor the course fees amounting to ₹41250/- of a few deserving students who have an income (individual and family combined) of less than ₹3 Lakhs per annum through their Scholarship Scheme "GIC RE-III-Insurance Marketing". The examination fees however have to be borne by the scholarship awardees.