



This is to certify that



GUNJAN GUMBER

has successfully completed all the requirements for SWAYAM-NPTEL Domain Certification in

Marketing
(Management)

The courses were completed in the period April 2022

Prof. Devendra Jalihal
Chairman
Centre for Continuing Education, IITM

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IIT Madras

Roll No: NPTELDS12200000062

To validate and check scores:
<https://nptel.ac.in/noc>



Course Details

Course Type	Course Name	Duration	Offering Institute	Course Timeline	Marks Obtained (Out of 100)	QR Code
core	Marketing Management - I	8	IIT Kanpur	Sep-Nov 2020	94	
core	Marketing Management - II	8	IIT Kanpur	Jan-Mar 2021	81	
core	Consumer Behaviour	8	IIT Kharagpur	Jan-Mar 2021	94	
core	Marketing research and analysis	8	IIT Roorkee	Sep-Nov 2020	70	
Elective	Services Marketing: A Practical Approach	4	IIT Kharagpur	Jan-Feb 2022	90	
Elective	Managing Services	8	IIT Kanpur	Sep-Nov 2020	88	
Elective	Introduction to Marketing Essentials	8	IIT Roorkee	Sep-Nov 2020	90	
Total Marks					607	

Criteria for certification in Marketing Domain:

The candidate should complete the prescribed 4 core courses and 3 elective courses:

1. Scoring a minimum of >=55 marks in each course and should pass the courses too.
2. Average of all courses in the domain should be >= 60.
3. Sum of the duration of the courses should be >= 50 weeks.

Domain Certificates

