

Fee Structure

Sr. No.	Particular	Amount (₹)
01.	Tuition Fees	35250
02.	Library Fees	1000
03.	Study Material Fees	5000
04.	Examination & Marks Statement Fees	2300
05.	Refundable Library Deposit	1000
06.	PG registration Fees	825
Total		45375

[Certificate verification charges (based on actuals) shall be borne by the students.]

Cash Prize

The 1979 batch of GIC Direct Recruit Officers (GIC DRO) has instituted a cash prize of ₹15,000/- to the best performing candidate of III-PGDIM.



Insurance Institute of India

Plot No. - C-46, G- Block,
Bandra-Kurla Complex,
Mumbai - 400 051.

www.insuranceinstituteofindia.com ;

www.coi.org.in



Mumbai School of Economics and Public Policy

University of Mumbai
Vidyanagari Campus,
Kalina, Santacruz (East),
Mumbai - 400 098.



POST GRADUATE DIPLOMA IN INSURANCE MARKETING (PGDIM)

[An intensive One Year program
(part time) that prepares students
for a bright career in
Insurance marketing]

INSURANCE INSTITUTE OF INDIA
(COLLEGE OF INSURANCE)
Mumbai

and

Mumbai School of Economics and
Public Policy (Autonomous)
University of Mumbai

Introduction

POST GRADUATE DIPLOMA IN INSURANCE MARKETING – PGDIM

The importance of Insurance Marketing has increased manifold in the Indian market in recent years. The industry has been trying every possible way to connect with customers. New distribution channels have opened up and the industry has tried to innovate, initiate 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. Though the country has a good number of marketing wizards, the insurance industry is increasingly realizing the need for a distinct specialization in insurance marketing and building up a cache of specialists who can lead the marketing endeavors of the vast life and general insurance industry in the country.

Insurance Institute of India 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 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.

Eligibility Criteria

Graduates (3 years) in any discipline are eligible to join the course. Students appearing in final year of graduation are also eligible to apply*. Working professionals in insurance sector are welcome to join this course to upgrade their professional qualification, knowledge and for career advancement.
(* - subject to passing)

A Fresher can join the course for making a career in the Insurance sector.

Class Room Delivery & Research Project

The program is a blend of classroom sessions (2 semesters) and Research Project work under the guidance of senior practitioners.

The course essentially includes forty-eight hours of classroom delivery which is mandatory for each of the seven theory papers, Project work and assignments.

The Research Project would demonstrate the practical applications of the knowledge acquired by the students.

Classes are conducted at College of Insurance, III, at Bandra-Kurla Complex, Mumbai on weekends.

PGDIM Diploma

On successful completion of the course the Diploma will be awarded jointly by the Insurance Institute of India and Mumbai School of Economics and Public Policy (Autonomous), University of Mumbai.

Admissions:

For admission of academic year 2018-19, please visit our website
www.insuranceinstituteofindia.com;
www.coi.org.in

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

Contact Details:

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