

## Fee Structure

Sr. No.	Particular	Amount (₹)
01.	Tuition Fees	35,250/-
02.	Library Fees	1,000/-
03.	Study Material Fees	5,000/-
04.	Examination & Marks Statement Fees	2,300/-
05.	Refundable Library Deposit	1,000/-
06.	PG registration Fees	825/-
<b>Total</b>		<b>45,375/-</b>

[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.

### Contact Details:

- **Shri P.K. Rao**  
Faculty
- **Smt. E. D'souza**  
Dy. Secretary
- **Shri Dayanand Govekar**  
Asst. Secretary

**Phone:** - 022-26544 203/296/247/210/281/  
266/251/254/234

**Email ID:-** pgdim@iii.org.in



### Insurance Institute of India

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

[www.insuranceinstituteofindia.com](http://www.insuranceinstituteofindia.com);

[www.coi.org.in](http://www.coi.org.in)



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

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.

### Class Room Delivery & Research Project

The program is a blend of classroom sessions and a Research Project work under guidance of senior practitioners. The course essentially includes forty-eight hours of classroom delivery which is mandatory for each of the eight theory papers (2 Terms), 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.

### 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

### Eligibility Criteria

Graduates (3 years) in any discipline from recognized University.

Students appearing in final year of graduation are also eligible to apply, subject to passing.

Working professionals in insurance sector are welcome to join this course to upgrade their professional qualification, knowledge and for career advancement.

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

### Admissions:

For details please visit our website  
**[www.insuranceinstituteofindia.com](http://www.insuranceinstituteofindia.com)**;  
**[www.coi.org.in](http://www.coi.org.in)**