



SLIM Council of Education



Founded in 1970 Incorporated by
Act No: 41 of 1980 of the Parliament
of the Democratic Socialist Republic of Sri Lanka

Sri Lanka Institute of Marketing

Head of Department,
Department of Marketing Management
Faculty of Business Studies
University of Vavuniya
Vavuniya, Sri Lanka.
26/11/2025

Confirmation of Exemptions – Postgraduate Diploma in Marketing Management (PGDIP)

Dear Sir,

This is to confirm that the Sri Lanka Institute of Marketing (SLIM) has evaluated the Bachelor of Business Management (BBM) Honours in Marketing Management Degree offered by the University of Vavuniya for exemption eligibility under the Postgraduate Diploma (PGDIP) in Marketing Management program.

Based on curriculum mapping, the following exemptions have been approved:

PGDIP Module (SLIM)	UOV Equivalent Module(s)	Exemption Status
Principles of Marketing (POM)	MAR1213 / MAR4123	Exempted
Influencing Consumer Behavior (ICB)	MAR2223	Exempted
Digital Marketing Landscape (DML)	MAR3223 / MAR3233 / MAR4143	Exempted
Management & Communication for Business (MCB)	MGT1113 / ENG1113-3213 / ENG2112-2212 / MAR2113	Exempted
Sales Operations Management (SOM)	MAR3133 / MGT2222 / PRO3113	Exempted
Managing Brands for Performance (MBP)	MAR3113	Exempted
Integrating Marketing Communication (IMC)	MAR2113	Exempted
Digital Marketing Management (DMM)	MAR3223 / MAR3233	Exempted
Marketing Environment & Planning (MEP)	MAR1213 / MAR4123	Exempted
Purpose-led Marketing (PLM)	MAR1213	Exempted
Global Marketing Strategy (GMS)	MAR4133 / MAR4123	To be covered
Finance for Decision-Making (FDM)	ACC / FIN / ECO modules	To be covered
BRM, IRP, SOR, PLD	–	To be covered

Council of Education - 2025/26

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Summary of Exemptions:

Eligible students will receive exemptions for: POM, ICB, DML, MCB, SOM, MBP, IMC, DMM, MEP, and PLM.

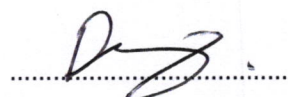
Conditions:

- Exemptions apply only to completed qualifications.
- All exemptions must be requested at first registration.
- The following modules are **compulsory** to qualify for CMI Dual Accreditation,
 - Global Marketing Strategy (GMS)
 - Finance for Decision Making (FDM)
 - Integrated Research Project (IRP)
 - Seminar on Research (SOR)
 - Personality and Leadership Development (PLD)


SLIM will grant discount rates for the students of Department of Marketing Management, Faculty of Business Studies, University of Vavuniya to pursue the following SLIM qualifications.

Programme	Discount Rate
Professional Certificate in Marketing	15%
Certificate in Digital Marketing	15%
Certificate in Entrepreneurial Marketing	15%
Certificate in Services Marketing	15%
Certificate in Pharmaceutical Marketing	15%
National Diploma in Sales Management	15%
Diploma in Strategic Brand Management	15%
Diploma in Digital Marketing	15%
Postgraduate Diploma in Marketing Management	15%
Certified Professional Marketer	15%
Business Professional English	15%
Data Driven Marketing Professional	15%

We trust this confirmation will assist your students in the exemption process for the PGDIP program.



Dr. Dilhan S Jayathilake
Vice President Sri Lankan Institute of
Marketing



Dr. Sajith Chanuka Premathilaka
Deputy General Manager
Education & Research
Sri Lanka Institute of Marketing (SLIM)