



Symbiosis Centre for Distance Learning

Approved by All India Council for Technical Education (AICTE)



55 Years of Symbiosis and 25 Years of SCDL Legacy


Lead with Marketing Excellence. Build Brands. Engage Customers.



Join SCDL
Marketing
Programs

APPLY NOW



 www.scdl.net



Learn at your own Pace, Anytime, Anywhere

About SCDL

Symbiosis Centre for Distance Learning (SCDL) is one of the largest private distance learning educational institutes in India. Established in 2001, SCDL has been a pioneer in providing flexible, high quality education to thousands of students in India and abroad. As we celebrate Silver Jubilee Year (25 years of excellence in online education), we take pride in our journey of empowering learners and shaping careers through innovative distance learning programs. SCDL offers Post Graduate Diploma, Diploma and Certificate programs across all industry sectors. In addition, our team partners with local, national, and international organisations to offer corporate programs. The curriculum is designed and constantly updated by our Academics Department, comprising dedicated faculty and subject experts from top ranks of the industry having several years of teaching experience.

Principal Director's Desk



Dr. Swati Mujumdar

Principal Director,
Symbiosis Open
Education Society
Pro-Chancellor,
Symbiosis Skills Universities

As global boundaries continue to blur, education has emerged as a powerful catalyst for connecting diverse cultures, communities, and generations. SCDL has been at the forefront of this transformation, equipping learners with the knowledge and skills essential for success in an increasingly dynamic world. Over the years, the institution has pioneered interactive e-learning methodologies, incorporating case studies and real-world applications to enrich the curriculum.

Notably, SCDL was the first institution in India to introduce an online assessment system, embodying its mission of '**Learn Anytime, Anywhere**' and ensuring ease, convenience, and flexibility for students.

The SCDL Advantages



AICTE
Approved



Full-time
Faculty



Daily Live
Lectures



E-books &
E-learning Facility



Dedicated Campus
for online learning



On-Demand Exams &
Exam centers across India



Self Learning Books
Delivered to Your Home



Dedicated Call Center
& Student Support

Programs that Build Future Leaders in Marketing and Customer Experience

- **PG Diploma in Business Administration (PGDBA)– Marketing** (2 Yrs.)
Integrate strategic insights with marketing excellence to lead and transform business outcomes.
- **PG Diploma in Customer Relationship Mgmt. (PGDCRM)** (2 Yrs.)
Develop a holistic understanding of customer aspirations & experiences.
- **PG Certificate in Mgmt. (Digital Marketing) – (PGCM(DM))** (1 Yr.)
Master the latest digital marketing tools & techniques with an industry-focused curriculum.
- **PG Diploma in Retail Management (PGDRM)** (2 Yrs.)
Master the basics & advanced store operations & latest technological tools.
- **PG Certificate in Business Analytics (PGCBA) – Marketing** (1 Yr.)
Learn data analytics, predictive modelling, and business intelligence for data-driven financial decision-making.
- **PG Program in Strategic Management (PGPSM)** (1 Yr.)
Apply strategic thinking across business domains to drive growth, innovation, and competitive advantage.
- **PG Certificate in Management (Event Mgmt.) (PGCM(EM))** (1 Yr.)
Gain end-to-end expertise in event management, from concept creation to flawless execution and post-event evaluation.
- **Executive PG Diploma in Mgmt. (E-PGDM) – Marketing** (15 Months)
Gain marketing leadership skills to excel in high-impact marketing roles.

Affordable Program Fees, with Education loan facility

PG Diploma: 80 Credits | Eligibility: Graduate

PG Certificate: 40 Credits | Eligibility: Graduate

PG Program: 40 Credits | Eligibility: Graduate

Executive PG Diploma: 50 Credits | Eligibility: Graduate with 50% + Min. 5 Yrs Work Exp.

Program Fees starts from ₹33,000 onwards

Note: For international fees & more details, visit www.scdl.net

Upskill with Micro-Courses

- Advertising & Public Relations - 7 Hrs
- Business Research Methodology- 75 Hrs
- Digital Marketing - 15 Hrs
- Event Marketing - 7 Hr
- Integrated e-marketing - 7 Hrs
- Marketing Research - 7 Hrs
- Product & Brand Mgmt. - 15 Hrs
- Search Engine Marketing - 7 Hrs

Note: For more courses and details please refer symbiosisdiversity.org

Career Opportunities

Brand Managers | Digital Marketing Specialists |
Event Directors | Social Media Managers | Product
Managers | E-Commerce Manager | Market
Researchers | Advertising Strategists | Event Planner |
Retail Analyst/ Manager



Student Testimonial



Mohammed Aazif

Vodafone Idea,
General Manager
PGDBA - Marketing (2019 Batch)

“ The reason for choosing SCDL is that working with a 9-6 job, it was not possible to manage the profession and studies together. SCDL was best suitable for me to continue studies with their online learning portal, to complete my assignments & exams, in E-proctor mode. I found very attractive content like Consumer Behaviour, Virtual and Digital Marketing which helped me grow in my organisation. Highly recommended. ”

Value-added Services



Career
Continuation
Program



Career Relaunch
Program for
Women



Placement
Assistance
Services



Mentorship
Program

For Corporate Batches Contact 8956142987 corporatecell@scdl.net

Industry Experts:

Mr. Ketan Gandhi
CEO, KgGuruji.com

Mr. Raj Singh
Co-Founder and CTO, B2B Harvest

Mr. Sanjeev Srivastav
Marketing Consultant.
Former Sales Director,
Fromageries Bel India Pvt Ltd

Program Counsellor:

Deepesh - 63665 27104

Faculty Members:

Mr. Vijay Masarkar
Assistant Professor

Dr. Yogita Gupta
Assistant Professor

Faculty Program Coordinator:

Dr. Padmpriya Irabatti
Professor
Contact: 020-25700000
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Symbiosis Centre for Distance Learning

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Scan to Apply

