

## **Certificate Programme in Advanced Insurance Marketing**

This course is designed keeping in view of both Insurance domain and Marketing functions in Insurance.

This advance diploma course has

- i) Basic Level,
- ii) Intermediate level and
- iii) Advanced level.

### **1. (a) BASIC LEVEL CONSISTS OF FOLLOWING FOUR SUBJECTS**

- i. Fundamentals of Insurance
- ii. Personal Financial Planning
- iii. Professional Selling and
- iv. Practice of Life Insurance (IC 02) or Practice of General Insurance (IC 11)

### **(b) INTERMEDIATE LEVEL CONSISTS OF FOLLOWING SIX SUBJECTS**

- i. Insurance and The Environment
- ii. Understanding Buyer behavior
- iii. Agency Management
- iv. Indian Insurance Industry

#### **Any one from the following**

- v. 1) Life Insurance Underwriting (For Life Branch)
- 2) General Insurance Underwriting (For General Branch)

#### **Any one from the following Life Branch**

- vi. 1) Life insurance products **or**
- 2) Pensions and Annuity **or**
- 3) Health Insurance **or**
- 4) Asset management

#### **Any one from the following General Branch**

- vi. 1) Miscellaneous Insurance **or**
- 2) Property Insurance **or**
- 3) Marine Insurance **or**
- 4) Motor Insurance **or**
- 5) Health Insurance

### **(c) ADVANCED LEVEL CONSISTS OF FOLLOWING SIX SUBJECTS**

- i. Insurance Marketing – Principles and Practices
- ii. Leadership and Personal Mastery
- iii. Branding and Marketing communication
- iv. Marketing Channels in Insurance
- v. Marketing research and Insurance

vi. Research Project/ Dissertation

## 2. ELIGIBILITY :

Any of following qualifications:

- (i) Graduates of any stream
- (ii) Associates (AIII) and Fellows (FIII) of I.I.I. Mumbai.

## 3. MEMBERSHIP FEES:

Rs.700/- per candidate. This is one time fees. Existing Life members of III Mumbai are exempted.

## 4. REGISTRATION FEES :

Rs. 700/- per candidate. This is one time fees up till validity period. Registration is valid for a period of 5 Years. i.e. candidates has to clear all four papers of basic level within one and half year period, Intermediate level all six papers within three years period from registration finally within five years Advanced level all six papers i.e. five (exam writing) papers plus Research Project paper. If candidate could not pass the specified papers within the scheduled period the registration will be lapsed and no credit will be available for passing the subjects of that level and candidate has to appear the specific exam with fresh registration. Admission in higher level is permitted only after passing Lower level.

## 5. EXAMINATION FEES:

**For all three levels per subject equal fees will be applicable including Research paper/dissertation.**

- i) For fresh Rs. 700/- Per Subject without learning course material.**
- ii) For Repeaters Rs. 700/- per Subject without learning course Material.**

## 6. EXAM PATTERN:

Examination will be held through ON-Line papers will be multiple choice of objective questions.

## 7. TOTAL MARKS:

Total marks of each paper are 100 and **passing** marks is 60 % in each /Individual paper. There will be 100 questions and each question carry one mark.