GATEWAY TO AN INTERNATIONAL CAREER IN SALES & MARKETING

Post Graduate Certificate in Sales & Marketing (PGCSM)
The PGCSM is a unique 9-month Sales & Marketing Program including a 6-month paid internship stint, leading to international Sales & Marketing jobs on successful course completion.

Academic module designed by Great Lakes will focus on introduction to Business Communications, Marketing, Sales, Basic Finance and Retail Banking. It will also include introductory sessions by Citibank and other leading financial services firms from Dubai.

On-the-job learning module provided by Innovations Group, UAE in the form of up to 6 months paid internship. All the candidates successfully completing the internship will be absorbed into assured full-time jobs by Innovations Group in Dubai / Abu Dhabi.

**PROGRAM BENEFITS**

- An excellent opportunity to get exposure to and build a career in the financial sector in the global financial business hub of Dubai.

- Opportunity to work on assignments for leading world class institutions like Citibank, American Express, Emirates NBD, Barclays and First Gulf Bank.

- PGCSM certificate from Great Lakes, one of India’s top 20 B-schools, on successful course completion.

- Hands on learning with training and mentorship by experts from the industry including from leading banks like Citibank.

- Opportunity to get a full-time job in Dubai / Abu Dhabi with starting salaries of AED 4000 to 5000 (INR 60,000 to 80,000) per month plus incentives.

- Chance to equip yourself with key Sales & Marketing Skills which are valued in every industry.

* Candidates found suitable may be absorbed into full-time employment in less than 6 months also

** On successful program completion
### Eligibility
Graduation from any recognized university (3 or 4 year program) with a minimum of 50% marks

- Candidates are **required** to have proficiency in spoken and written English
- **Preference** will be given to candidates with prior experience in customer facing roles

### Selection Process
- Candidates to fill the application form online by the given deadline
- Shortlisted candidates would be called for Analytical Writing Test (AWT) and Personal Interview (PI) at Gurgaon
- Selected candidates will be intimated through e-mail

### Fee Structure
- **Program Fee** = INR 2,00,000
- **Dubai Internship Expenses** = INR 2,00,000
  (Includes Accommodation, Medical Insurance and other related Expenses)
- * The program fee doesn't include the cost of airfare to Dubai and accommodation during the initial 3 months of academic training period in India
- ** If visa is denied for any student by UAE, then INR 1.8 lakhs would be refunded to the student

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Interested candidates may fill the application form online by visiting [http://pgcsms.greatlakes.edu.in](http://pgcsms.greatlakes.edu.in) after payment of the application fee of INR 500/- either through Electronic Transfer, Demand draft or by Cash at the Campus. For further details, kindly refer the ‘Admissions’ section of the website.

# Please note that all seats will be filled on a first come basis (Progressive Admission)

Admission will close on fill-up of seats: 40 per batch (MAX)
**Program Partners**

**Great Lakes Institute of Management**
(Academic Partner)

Great Lakes is one of India's leading Business schools with dual campuses in Chennai and Gurgaon. Led by exceptional academic faculty, steered by an outstanding advisory council and buoyed by the international collaborations, it has, within a short span of ten years emerged as a top-ranked B-School, ranked among the top 10 by Business Standard and Career 360 magazines. The institute has alliances with some of the leading universities of the world including Yale University, University of Bordeaux, Stuart School of Business, C. T. Bauer College of Business (University of Houston) and Nanyang Technological University (Singapore).

For further information about Great Lakes, visit www.greatlakes.edu.in

**Innovations Group, UAE**
(Industry Partner)

Innovations Group is one of the largest and premium human talent solutions providers in the UAE over the past two decades and has an employee base of over 2500 people. The group’s clientele includes almost all the leading local and global banks and financial institutions in UAE like Citibank, American Express, Barclays, National Bank of Abu Dhabi, First Gulf Bank, and Abu Dhabi Islamic Bank etc. Led by a committed leadership team with a revolutionary vision, Innovations has grown rapidly to become a respected and well known name in the UAE.

For further information about Innovations Group, UAE, visit www.innovationuae.com

Opportunity to Work For

Program coordinated by

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