



THE
OPEN UNIVERSITY
OF SRI LANKA



FMS
Faculty of Management Studies

Dear Learners,

Welcome to the BMS Honours in Marketing Management Degree Programme at The Open University of Sri Lanka! We are thrilled to have you join our academic community and embark on this exciting journey of learning and growth.

As you step into the Department of Marketing Management, you enter a dynamic and engaging environment where innovation and excellence thrive. Our dedicated faculty members are committed to providing you with a rich and transformative educational experience that goes beyond the conventional boundaries of traditional learning.

Throughout your academic journey, you will have the opportunity to explore the intricacies of marketing management, gaining valuable insights and skills that will undoubtedly shape your future in the field. Our curriculum is designed to be both comprehensive and contemporary, ensuring that you are well-equipped to meet the challenges of the ever-evolving business landscape.

Moreover, the Open University of Sri Lanka is not just a place for academic pursuits; it is a community that values diversity, creativity, and collaboration. We encourage you to actively engage in various extracurricular activities, connect with your peers, and take advantage of the resources and support services available to make the most of your time here.

Feel free to reach out to our faculty and staff if you have any questions or need assistance. We are here to support you in your academic endeavors and help you achieve your goals.

Once again, a warm welcome to the BMS Honours in Marketing Management Degree Programme. We look forward to seeing you thrive and succeed in your academic pursuits.

Department of Marketing Management