

महाराणा प्रताप पी.जी. कालेज, जंगल धूसड़, गोरखपुर

कक्षा : एम.काम. भाग-एक			पाठ्यक्रम योजना : सत्र-२०१८-१९		विषय : VI & IV पेपर
दिनांक	व्याख्यान	प्राध्यापक का नाम	प्रश्नपत्र	अध्याय	शीर्षक
01.08.18	1	Dr. Subhash Gupta	VI	Marketing Management	Discussion over Syllabus
02.08.18	2	Dr. Subhash Gupta	VI	Marketing	Concept of Marketing
03.08.18	3	Dr. Subhash Gupta	VI	Marketing	Nature of marketing
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06.08.18		Sri Nandan Sharma		Class Teaching	
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08.08.18	4	Dr. Subhash Gupta	VI	Marketing	Scope & Imptrtance of Marketing
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10.08.18	6	Dr. Subhash Gupta	VI	Marketing	Marketing Mix
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13.08.18	4	Sri Nandan Sharma	IV	Socio Economic Research	Meaning, Concept
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17.08.18	8	Dr. Subhash Gupta	VI	Marketing Environment	Macro & M Components
18.08.18	9	Dr. Subhash Gupta	VI	Marketing Environment	Impact of Macro Factor
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21.08.18		Sri Nandan Sharma	IV	Class Teaching	
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24.08.18	10	Dr. Subhash Gupta	VI	Marketing Environment	Impact of Micro Factor
25.08.18	11	Dr. Subhash Gupta	VI	Marketing Segmentation	Concept of Objective
27.08.18	12	Dr. Subhash Gupta	VI	Marketing Segmentation	Marketing Strategy
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