

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

कक्षा : एम.काम. भाग-एक			पाठ्यक्रम योजना : सत्र-२०१७-१८		विषय : VI & IV पेपर
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17.07.17	1	Dr. Subhash Gupta	VI	Marketing	Concept of Marketing
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19.07.17	3	Dr. Subhash Gupta	VI	Marketing	Scope and Importance of Marketing
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22.07.17	2	Sri Nandan Sharma	IV	Research Methodology	Identification of Research Problem
24.07.17	4	Dr. Subhash Gupta	VI	Marketing	Marketing Concept and it Evaluation
25.07.17	5	Dr. Subhash Gupta	VI	Marketing	Marketing Mix
26.07.17	6	Dr. Subhash Gupta	VI	Marketing Environment	Concept
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29.07.17		Sri Nandan Sharma		Class Teaching	
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05.08.17		Sri Nandan Sharma		Class Teaching	
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10.08.17	11	Dr. Subhash Gupta	VI	Marketing Segmentation	Marketing Strategy
11.08.17	12	Dr. Subhash Gupta	VI	Marketing Positioning	Concept
12.08.17	7	Sri Nandan Sharma	IV	Research Process	Scientific Approach
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16.08.17	8	Sri Nandan Sharma	IV	Research Process	Steps of Research Work
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24.08.17	16	Dr. Subhash Gupta	VI	Marketing Segmentation	Marketing Strategy and Positioning
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