
Instructor
Office
Office
Hours

Phone
E-mail

Delivery Modes:



Objectives:

A large, empty rectangular box with a double black border, intended for listing objectives.

Transferability:

Grading Criteria:

MARKS

Business Administration and Commerce P936 3.72ra0 0 1 324.08.9919 56

The Details
In Class Activities

Mid term Exam

Participation

Final Exam

Statement on Plagiarism and Cheating:

Week 3

Marketing Environment

Chapter 2

Week 6

Consumer Behavior

Chapter 4

Mid Term

Week 7

Marketing Research

Chapter 3

Week 14