



# PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

## SCHOOL OF MANAGEMENT

**Time Table for End Term : ODD SEMESTER (2020-2021)**

**Program: MBA (Digital Marketing)**

**2019 BATCH [III Semester]**

<b>Date, Day</b>	<b>Time</b>	<b>Course Code</b>	<b>Course Name</b>
17-12-2020, Thursday	10.00am to 01.00pm	MGT 241	Business Ethics and Corporate Governance
18-12-2020, Friday	10.00am to 01.00pm	MGT 232	Entrepreneurship and New Venture Creation
21-12-2020, Monday	10.00am to 01.00pm	DMK 201	Digital Marketing Strategy
22-12-2020, Tuesday	10.00am to 01.00pm	DMK 203	Email Campaigning and Affiliate Marketing
23-12-2020, Wednesday	10.00am to 01.00pm	MKT 201	Sales and Retail Management
24-12-2020, Thursday	10.00am to 01.00pm	DMK 204	Search Engine Optimization and Marketing
26-12-2020, Saturday	10.00am to 01.00pm	DMK 206	Mobile Marketing
28-12-2020, Monday	10.00am to 01.00pm	ECM 204	Digital Customer Behavior

CIRCULAR NO. COE/2020-21/039

Controller of Examinations

Date: 04-12-2020