



PRESIDENCY UNIVERSITY

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

SCHOOL OF MANAGEMENT

Time Table for MID TERM: ODD SEMESTER (2020-2021)

Program: MBA (Digital Marketing)

2019 BATCH [III Semester]

Date, Day	Time	Course Code	Course Name
12/10/2020, Monday	10.00 AM to 11.30 AM	MGT 241	Business Ethics and Corporate Governance
	02.00 PM to 03.30 PM	MGT 232	Entrepreneurship and New Venture Creation
13/10/2020, Tuesday	10.00 AM to 11.30 AM	DMK 201	Digital Marketing Strategy
	02.00 PM to 03.30 PM	DMK 203	Email Campaigning and Affiliate Marketing
14/10/2020, Wednesday	10.00 AM to 11.30 AM	MKT 201	Sales and Retail Management
	02.00 PM to 03.30 PM	DMK 204	Search Engine Optimization and Marketing
15/10/2020, Thursday	10.00 AM to 11.30 AM	DMK 206	Mobile Marketing
	02.00 PM to 03.30 PM	ECM 204	Digital Customer Behavior

CIRCULAR NO. COE/2020-21/017

Controller of Examinations

Date: 26-09-2020