

INSTITUTE OF BUSINESS MANAGEMENT
(AFFILIATED TO JADAVPUR UNIVERSITY)
THE NATIONAL COUNCIL OF EDUCATION, BENGAL
KOLKATA – 700 032

Class Routine for 3 Year MBA (Evening) Program
3rd Year 1st Semester, 2021

MARKETING MANAGEMENT
(With effect from 27th September, 2021)

Day	1 st Period 6:30pm – 7:20pm	2 nd Period 7:20pm – 8:10pm	3 rd Period 8:10pm – 9:00pm
Monday	35MM3 (TD)	35MM3 (TD)	35MM3(TD)
Tuesday	TUTORIAL / 35MM1 (AK) Offline	35MM1(AK)	35MM1(AK)
Wednesday	35MM4 (TD)	TUTORIAL	TUTORIAL
Thursday	35MM4(TD)	35MM4 (TD)	35MM1 (AK) / Tutorial online / Tutorial Offline
Friday	35MM2 (AB)	35MM2(AB)	35MM2(AB)
Saturday	TUTORIAL	TUTORIAL	TUTORIAL

Initials	Name of the Faculty
AK	Prof Amit Kundu
AB	Prof Amit banerjee
TD	Prof Tanusree Das

Paper	Name of the Paper
35MM1	Product & Strategic Brand Management
35 MM2	Marketing Research
35 MM3	Consumer Behaviour
35 MM4	Integrated Marketing Communication


(Dr. Saibal Mukhopadhyay)
Director
(Institute of Business Management)