

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

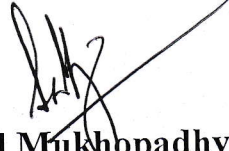
Class Routine for 3 Year MBA (Evening) Program  
3<sup>rd</sup> Year 1<sup>st</sup> Semester, 2022, 37<sup>th</sup> Batch

**MARKETING SPECIALIZATION**  
**(With effect from 20<sup>th</sup> September, 2022)**

Day/Time	6:30pm – 7:20pm	7:20pm – 8:10pm	8:10pm – 9:00pm
Monday	TUTORIAL	TUTORIAL	TUTORIAL
Tuesday	35MM3 (TD)	35MM3(TD)	35MM3(TD)
Wednesday	35MM4 (TD)	35MM4 (TD)	35MM4(TD)
Thursday	TUTORIAL	35MM1 (SKD)	35MM1 (SKD)
Friday	TUTORIAL	35MM2(DB)	35MM2(DB)
Saturday	TUTORIAL	TUTORIAL	TUTORIAL

Initials	Name of the Faculty
TD	Prof. Tanusree Das
SKD	Prof. Suman Kumar Dawn
DB	Prof. Dipak Biswas

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

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