



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS

TYBMS-Syllabus for PCT February, 2023

TYBMS SEM VI MARKETING

SR. NO	NAME OF THE PROFESSOR	SUBJECT	MODULE COVERED	TOPICS COVERED CHAPTER WISE
1	Prof. Sunita Bedi	International Marketing	Module 1	Introduction to International marketing and trade
2	Prof. Rajiv Sharma	Media Planning and Management	Module 1	1. Overview of Media and Media Planning 2. Media Mix and Media Strategy
3	Prof. Adil	Brand Management	Module 1	1. Introduction to Brand Management, Brand Elements
4	Prof. Durgesh Kenkre	Operations Research	Module 2	Assignment Model (in full) and Transportation Model (only upto finding Initial feasible solution)
5	Prof. Aadity Sharma	Retail management	Module 1	Retail management An overview

Prof. Durgesh Kenkre
BMS Coordinator & Exam
Convenor

Prof. Subhashini Naikar
Vice Principal - SFC

Dr. Kiran Mane
I/c Principal

DI/N-STD/GEN/00