

TEACHING PLAN FOR ACADEMIC YEAR 2013 - 2014

NAME OF LECTURER		Mrs. Gracy Dsouza						
DESIGNATIONS		Assistant Professor		SUBJECT COVERED IN THIS PLAN		Marketing Research -II		
CLASS	T. Y. B.Com	SEMESTER VI		DIVISION COVERED (SELECT)			B	
MONTHS	DATE FROM _____ TO _____	WEEKS AVAILABLE	LECTURE PER WEEK	TOTAL LECTURE AVAILABLE IN MONTH	TOPICS TO BE COVERED	LECTURE AS PER UNIVERSITY GUIDANCE	LECTURE BUDGETED	REMARK (IF ANY)
November	26th Nov To 29 TH Nov	--			Exams – Semester -I	--	---	---
Dec	01 st Dec to 21 st Dec	3	03	09	Product Research, Price Research , Brand Research, Physical Distribution Research	12		
January	2 nd Jan to 31 st Jan	4	03	12	Promotion Research, Consumer Research, Sales Research	11		
February	02 nd February To 28 TH February	4	03	12	Rural Marketing Research, Global Marketing Research,	11		
March	01 st March to 10 th March	2	03	6	Research Agencies Organising Marketing Research activity	11		
March / April	11 th March to 30 th April	SEMESTER TERM END EXAMINATION-WORK -----“ PAPER SETTING ; PAPER ASSESSMENT; ENTERING MARKS & COMPARISION; MODERATION”						
TOTAL LECTURES		16 WEEKS						
LESS:		LEAVE (likely)			EFFECTIVE LECTURE IN TOTALITY			
IN CASE OF EXCESS LEAVE PROPOSED WAY TO COMPLETE SYLLABUS :-								
TOTAL WORKLOAD-----POSITION-----								
CLASS		DIVISIONS		TOTAL				
SUBJECT (COVERED ABOVE)		A, B,C		9				
OTHER SUBJECTS		CLASSES		DIVISIONS				
1)Business Law		S.Y.B.Com		A, B		8		
2)Marketing Research		T. Y. B.Com		B		3		
TOTAL WORKLOAD						20		
Signature								
In consultation with H.O.D.- Signature								

