



Veer Madho Singh Bhandari Uttarakhand Technical University, Dehradun, India

TENTATIVE ODD SEMESTER EXAMINATION SCHEDULE (2024-2025)

MBA (DIGITAL MARKETING)

MBA - I YEAR I SEMESTER

| S. NO. | TIME AND DATE | REGULAR/BACK | |
|---------------|-----------------------------------------|--------------------------------------------------------|---------------------|
| | | SUBJECT NAME | SUBJECT CODE |
| 1. | 09:30 AM – 12:30 PM, 07 January 2025 | Foundations of Management and Organization Behavior | MBADM 101 |
| 2. | 09:30 AM – 12:30 PM, 09 January 2025 | Accounting for Managers | MBADM 102 |
| 3. | 09:30 AM – 12:30 PM, 11 January 2025 | Quantitative Techniques for Managers | MBADM 104 |
| 4. | 09:30 AM – 12:30 PM, 13 January 2025 | Managerial Economics | MBADM 103 |
| 5. | 09:30 AM – 12:30 PM, 17 January 2025 | Marketing Management | MBADM 105 |
| 6. | 09:30 AM – 12:30 PM, 20 January 2025 | E-Commerce | MBADM 106 |

20/12/2024

Controller of Examination



Veer Madho Singh Bhandari Uttarakhand Technical University, Dehradun, India

TENTATIVE ODD SEMESTER EXAMINATION SCHEDULE (2024-2025)

MBA (DIGITAL MARKETING)

MBA - II YEAR III SEMESTER

| S. NO. | TIME AND DATE | SUBJECT NAME | SUBJECT CODE |
|---------------|----------------------------------------|--------------------------------------------------------|---------------------|
| 1. | 01:30 PM – 4:30 PM, 09 January 2025 | Search Engine Marketing & Optimization (SEO) | MBADM 301 |
| 2. | 01:30 PM – 4:30 PM, 11 January 2025 | Social Media Marketing | MBADM 302 |
| 3. | 01:30 PM – 4:30 PM, 13 January 2025 | Content Marketing | MBADM 303 |
| 4. | 01:30 PM – 4:30 PM, 15 January 2025 | Digital Entrepreneurship | MBADM 304 |
| 5. | 01:30 PM – 4:30 PM, 18 January 2025 | Lead generation and Marketing Automation | MBADM 305 |
| 6. | 01:30 PM – 4:30 PM, 21 January 2025 | E-mail marketing, Mobile Marketing and Video Marketing | MBADM 306 |

20/12/2024

Controller of Examination