

## Marketing Theory

### Full Time

Duration of this module - 10 weeks

Following is the 2 weeks session plan illustration.

The same session plan follows for all the 10 weeks for the 5 IUs

11<sup>th</sup> week is assessment

Session No#	Session Type	Week #	Duration Hrs
1	E-Learning IU 1 Async	1	12
2	Flipped Class on IU 1 Sync	1	6
3	Mentoring Support - Assignment on IU 1 Async	1	12
4	E-Learning IU 1 Async	2	12
5	Flipped Class on IU 1 Sync	2	6
6	Mentoring Support - Assignment on IU 1 Async	2	12
	Assessment	11	8

### Part Time

Duration of this module - 15 weeks

Following is the 3 weeks session plan illustration.

The same session plan follows for all the 15 weeks for the 5 IUs

16<sup>th</sup> week is assessment.

Session No#	Session Type	Week #	Duration Hrs
1	E-Learning IU 1 Async	1	8
2	Flipped Class on IU 1 Sync	1	4
3	Mentoring Support - Assignment on IU 1 Async	1	8
4	E-Learning IU 1 Async	2	8

5	Flipped Class on IU 1	Sync	2	4
6	Mentoring Support - Assignment on IU 1	Async	2	8
7	E-Learning IU 1	Async	3	8
8	Flipped Class on IU 1	Sync	3	4
9	Mentoring Support - Assignment on IU 1	Async	3	8
31	Assessment		16	8

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