

Important Announcement

Final-Term Syllabus

Principles of Marketing (MGT301)

Dear Students,

The upcoming “**Final-Term**” examination of this course will cover the contents from **Theme No.7 till 13**. Therefore, you are advised to prepare the content with full concentration.

The final term exam will be based on MCQs and subjective questions of 3 and 5 marks. You are highly advised to prepare for “**Final-Term**” examination through video lectures, PPT slides and technical articles. You may consult recommended books for concept clarification.

So be proactive, work hard and prepare yourself for upcoming exams with full devotion and determination. In case of any problem, feel free to write us at mgt301@vu.edu.pk.

Note: Final-term exams will be conducted in allocated exams centers or campuses. You are required to appear for exams according to your date sheet.

Wish you best of luck for your Final-Term exams.

Happy Learning!

Regards,
Instructor MGT301.