

# **IMPORTANT ANNOUNCEMENT**

## **FINAL TERM SYLLABUS**

### **INTERNATIONAL MARKETING (MKT730)**

**Dear Students,**

Final-term exam will be from module pack 3 and module pack 4.

Please note that final-term will ONLY be from the "reading material" and "relevant video lessons" mentioned in the respective module packs (3, 4). Lessons from 22 to 45 related to module pack 3 and 4 are included.

You need to listen only the relevant lectures and the reading materials of module pack 3 and 4 (already uploaded in Downloads section of LMS).

Questions will be descriptive, conceptual and application based.

All the best for the exams!

Regards,

Instructor MKT, 730