COM-1036

GAUHATI UNIVERSITY Centre for Distance and Online Education

MASTER OF COMMERCE

First Semester

(Under CBCS)

Paper: COM 1036 MARKETING POLICY ANALYSIS



CONTENTS: BLOCK I: MARKETING CHALLENGES BLOCK II: PRODUCT POLICIES BLOCK III: INTEGRATED MARKETING COMMUNICATION BLOCK IV: PRICING STRATEGIES BLOCK V: RETAIL ORGANISATION

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ISBN: 978-81-964942-4-7 March, 2024

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