



Ph.D. THESIS

ON

DEVELOPING OF MARKETING STRATEGIES FOR ADOLESCENCE EDUCATION IN
GUJARAT, WESTERN INDIA

SUBMITTED TO

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA, VADODARA

TOWARDS PARTIAL FULFILLMENT FOR

THE DEGREE OF DOCTOR OF PHILOSOPHY IN

MANAGEMENT STUDIES

UNDER THE GUIDANCE OF

DR. JAYRAJ D. JADEJA

BY

MOHANLAL D. JYOT

FACULTY OF MANAGEMENT STUDIES

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

VADODARA – 390 002

AUGUST, 2005

p17h
11.095