

TY BMM (ADVTG.) SEMESTER V L4 2023-2024 (TENTATIVE)

| TIME | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------------|------------------------|---------------------------------|-----------------------------------|------------------------|-------------------------------------|---------------------|
| 7:30 | DME Prof. Abhilasha | Agency Management Prof Sneha | Agency Management Prof Sneha | DME Prof. Abhilasha | Brand Building Prof Vishwasunder | SMM Prof. Rashmi |
| 8:20 | DME Prof. Abhilasha | Agency Management Prof Sneha | Agency Management Prof Sneha | DME Prof. Abhilasha | Brand Building Prof Vishwasunder | SMM Prof. Rashmi |
| 9:10 | BREAK | | | | | |
| 9:30 | | | Copywriting Prof Berges Santok | | Brand Building Prof Vishwasunder | SMM Prof. Rashmi |
| 10:20 | | | Copywriting Prof Berges Santok | | | AMR Prof Sneha |
| 11.10 | BREAK | | | | | |
| 11.30 | | | Copywriting Prof Berges Santok | | | AMR Prof Sneha |
| 12.20 | | | | | | AMR Prof Sneha |
| 1.10 | | | | | | |

* 3 Additional lectures will be assigned during the semester to complete the stipulated 48 lectures

Courses

Copy Writing

AMR Advertising and Marketing Research

Brand Building

Agency Management

DME DIRECT MARKETING & E-COMMERCE

SMM Social Media Marketing

