

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

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
07:30			AMR Prof. Kavita	Agency Management Prof Rashmi	Brand Building Prof Vishwasunder	AMR Prof. Kavita
08:20			AMR Prof. Kavita	Agency Management Prof Rashmi	Brand Building Prof Vishwasunder	SMM Prof. Rashmi
09:10	BREAK					
09:30			Copywriting Prof Berges Santok	Agency Management Prof Rashmi	Brand Building Prof Vishwasunder	SMM Prof. Rashmi
10:20	DME Prof. Deepika	DME Prof. Deepika	Copywriting Prof Berges Santok			SMM Prof. Rashmi
11.10	DME Prof. Deepika	DME Prof. Deepika	Copywriting Prof Berges Santok			
12.00						
12.50						

* 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 and E-Commerce

SMM Social Media Marketing

