

# THIRD YEAR SYLLABUS

## ADVERTISING

### Fifth Semester

COURSE TYPE	COURSE CODE	COURSE TITLE	CREDITS
Compulsory Course	BAMMC DRGA-501	Copy Writing	4
Compulsory Course	BAMMC DRGA-502	Advertising & Marketing Research	4
Discipline Related Elective (Any four)	BAMMC EAGI 1501	Globalization & International Advertising	12
	BAMMC EABB 1502	Brand Building	
	BAMMC EAAM 1503	Agency Management	
	BAMMC EAAP 1504	Account Planning & Advertising	
	BAMMC EASM 1505	Social Media Marketing	
	BAMMC EADM 1506	Direct Marketing & E-Commerce	
	BAMMC EACB 1507	Consumer Behaviour	
	BAMMC EADF 1508	Documentary & Ad Film Making	
<b>Total Credits</b>			<b>20</b>

# Sixth Semester

COURSE TYPE	COURSE CODE	COURSE TITLE	CREDITS
Compulsory Course	BAMMC DRGA-601	Digital Media	4
Compulsory Course	BAMMC DRGA-602	Advertising Design	4
Discipline Related Elective (Any four)	BAMMC EAAC 2601	Advertising in Contemporary Society	12
	BAMMC EABM 2602	Brand Management	
	BAMMC EAMP 2603	Media Planning & Buying	
	BAMMC EAAS 2604	Advertising & Sales Promotion	
	BAMMC EARM 2605	Rural Marketing & Advertising	
	BAMMC EARE 2606	Retailing & Merchandise	
	BAMMC EAEM 2607	Entertainment & Media Marketing	
	BAMMC EATP 2608	Television Program Production	
<b>Total Credits</b>			<b>20</b>