

**Name of School: NMIMS - School of Branding and Advertising**  
**Course Structure of BBA (Branding & Advertising)**  
**Batch 2024 - 2027**

Semester - I			Semester - II		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Principles of Marketing - I	3	1	Introduction to Advertising	4
2	Principles of Management	4	2	Micro & Macro Economics	2
3	Organisational Behaviour	3	3	Visual Communication & Creative Writing	4
4	Communication Techniques	3	4	Consumer Behaviour	4
5	Fundamentals of Accounting	2	5	Product Management & Design Thinking	3
6	Art of Advertising Production	3	6	Web Development	2
7	Introduction to Excel	2	7	Principles of Marketing - II	3
<b>Total</b>		<b>20</b>	<b>Total</b>		<b>22</b>

Semester - III			Semester - IV		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Multimedia Production	4	1	Social Media Marketing and Analytics	4
2	Introduction to Digital Marketing	3	2	Market Research	4
3	Introduction to Branding and Storytelling	4	3	Digital Transformation in Advertising	4
4	Media Strategy and Planning	4	4	Strategic Brand Management	4
5	Services Marketing	3	5	Ad-Film Making and Art of Storytelling	4
6	Event Management	2	6	Data Visualisation and Presentation Skills	2
7	Financial Management	2			
<b>Total</b>		<b>22</b>	<b>Total</b>		<b>22</b>

Semester - V			Semester - VI		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Environment, Social and Governance	2	1	Entrepreneurship	4
2	Media Law and Ethics	2	2	Marketing Analytics	4
3	Business Strategies	3	3	Media Economics	2
4	Select Application in Branding and Advertising	4	4	Retail Management	4
5	Sales and Distribution	4	5	Capstone Project	2
6	Corporate Communications and Public Relations	4	6	Graphic Design	2
			7	Visual Effects	2
<b>Total</b>		<b>19</b>	<b>Total</b>		<b>20</b>

<b>Total Credits</b>	125
<b>Total Courses</b>	40



**Dr. Kiran Desai**  
**I/C Associate Dean**