

Name of the School : **School of Branding and Advertising**  
Proposed structure of ***BBA in Branding & Advertising***  
Batch 2021 - 2024

Semester - I			Semester - II		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Business Communication - I	4	1	Advertising - I	4
2	Business Decision Making	4	2	Advanced Statistics for Business	3
3	Mathematics	4	3	Economics	4
4	Principles of Basic Accountancy	4	4	Environment Management and Corporate Governance	4
5	Principles of Management	4	5	Management Accounting	3
6	Principles of Marketing	4	6	Visual Communication & Creative Writing	4
<b>Total</b>		<b>24</b>	<b>Total</b>		<b>22</b>

Semester - III (New)			Semester - IV (New)		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Advertising - II	4	1	Brand Communication Strategies	3
2	Branding - I	4	2	Services Marketing	4
3	Legal Aspects of Business	4	3	Digital Marketing	3
4	Organisational Behaviour and Human Resource Management	4	4	Market Research	4
5	Financial Management	4	5	Public Relations	3
6	Consumer Behaviour	4	6	Ad-Film Making	4
7	Excel - I	1	7	Excel - II	1
8	Photography	2	8	Video Production	2
<b>Total</b>		<b>27</b>	<b>Total</b>		<b>24</b>

Semester - V (New)			Semester - VI (New)		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Advertising Creatives and Movie Making	3	1	Advertising Agencies	3
2	Communication and Presentation Skills	2	2	Contemporary Issues in Media and Communication	3
3	Customer Relationship Management	3	3	Event Management	4
4	Managing New Ventures	3	4	Marketing Analytics	4
5	Social Media Management and Analytics	3	5	Research Project/Campaign Based Project	2
6	Strategies for Business	3	6	Life of a Communication Professional (Workshop)	0
7	Video Editing	2			
<b>Total</b>		<b>19</b>	<b>Total</b>		<b>16</b>