

Name of the School : **School of Branding and Advertising**

Structure of ***BBA in Branding & Advertising***

**Batch 2020 - 2023**

Semester - I			Semester - II		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Business Communication - I	4	1	Advertsing - I	4
2	Business Decision Making	4	2	Branding - I	4
3	Mathematics	4	3	Creative Development	4
4	Principles of Basic Accountancy	4	4	Creative Writing	4
5	Principles of Management	4	5	Economics	4
6	Principles of Marketing	4	6	Entrepreneurship -I	4
<b>Total</b>		<b>24</b>	<b>Total</b>		<b>24</b>

Semester - III			Semester - IV		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Advertising - II	4	1	Business Law	4
2	Branding - II	4	2	Business Strategies	4
3	Business Communication - II	4	3	Consumer Behaviour	4
4	Entrepreneurship - II	4	4	Digital Marketing	4
5	Financial Management	4	5	Market Research	4
6	Organisational Behaviour	4	6	Services Marketing	4
<b>Total</b>		<b>24</b>	<b>Total</b>		<b>24</b>

Semester - V (New)		
S.No.	Course Name	Credits
1	Human Resource Management	4
2	Journey of Advertising & Emerging Trends	4
3	Media Management	4
4	Principles of Innovation	4
5	Ad-Film Making	4
6	Data Analytics using Excel	2
7	Video Editing and Coral Draw	2
<b>Total</b>		<b>24</b>

Semester - VI (New)		
S.No.	Course Name	Credits
1	Advertising Agencies	4
2	Business Development & Networking	4
3	Event Management	4
4	Public Relations	4
5	Sustainable Business Practices	4
6	Capstone Projects	2
<b>Total</b>		<b>22</b>