

SVKM NMIMS
School of Branding and Advertising
Program Structure
Batch 2022 - 2025

Semester - I		
S.No.	Course Name	Credits
1	Principles of Management	4
2	Micro and Macro Economics	4
3	Effective Communication Skills - I	4
4	Organisational Behaviour and Human Resource Management	4
5	Principles of Marketing	4
6	Introduction to Psychology	4
7	Basics of Audio and Video Production	2
Total		26

Semester - II		
S.No.	Course Name	Credits
1	Aesthetics of Photography	2
2	Cultural Diversity and Sustainable Business Practices	4
3	Effective Communication Skills - II	4
4	Financial Management	4
5	Introduction to Advertising	4
6	Product Management	4
7	Visual Communication and Ad Copywriting	4
Total		26

Semester - III		
S.No.	Course Name	Credits
1	Business Strategies	4
2	Emerging Trends in Advertising	4
3	Grammar of Ad-Films	4
4	Introduction to Branding	4
5	Media Planning and Buying	4
6	DSLR Cinematography	2
7	Excel - I	1
Total		23

Semester - IV		
S.No.	Course Name	Credits
1	Advertising Creatives and Ad-Film Making - I	4
2	Brand Building	4
3	Consumer Behaviour	4
4	Digital Marketing	3
5	Market Research	4
6	Public Relations	3
7	Excel - II	1
8	Video Editing	2
Total		25

Semester - V		
S.No.	Course Name	Credits
1	Advertising Creatives and Ad-Film Making - II	4
2	Media Law and Ethics	4
3	Event Management	4
4	Advertising Agencies and Client Relationship Management	4
5	Environmental Sustainability and Governance	2
<i>Elective I - Specialisation in Advertising</i>		2
a	Niche Advertising (Financial, Retail, Rural, B2B)	
b	Luxury Advertising	
<i>Elective II - Specialisation in Branding</i>		2
a	Sports Brand Management	
b	Celebrity Management	
Total		22

Semester - VI		
S.No.	Course Name	Credits
1	Entrepreneurship	4
2	Business Development and Networking	4
3	Globalisation and International Advertising	4
4	Services Marketing	4
5	Research / Campaign Project	4
Total		20