

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

Course Structure of **BBA (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	0
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	0
6	Principles of Marketing	4	6	Visual Communication & Creative Writing	4
Total		24	Total		16

Semester - III (New)			Semester - IV		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Advertising - II	4	1	Brand Communication Strategies	3
2	Branding	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			
Total		27	Total		22

Semester - V (New)			Semester - VI		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Business Strategies	4	1	Advertising Agencies	4
2	Customer Relationship Management	3	2	Business Development and Networking	4
3	Managing New Ventures	3	3	Event Management	4
4	Social Media Management and Analytics	3	4	Marketing Analytics	4
5	Select Applications in Branding and Advertising	4	5	Media Planning and Buying	3
6	Video Production and Editing	4	6	Capstone Project	2
Total		21	Total		21

Total Credits	131
Total Subjects	39

Neha Singh

Dr. Neha Singh
Program Chair, SoBA