


Name of School: NMIMS - School of Branding and Advertising
Course Structure of BBA (Branding & Advertising)
Batch 2023-26

Semester - I			Semester - II		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Principles of Marketing	4	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	4	4	Consumer Psychology	4
5	Accounting Fundamentals for Advertising Agencies	4	5	Product Management & Design Thinking	4
6	Art of Advertising Production	3	6	Web Development	2
Total		22	Total		20

Semester - III			Semester - IV		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Multimedia Production	3	1	Social Media Marketing and Analytics	4
2	Introduction to Digital Marketing	4	2	Market Research	4
3	Introduction to Branding	4	3	Digital Transformation in Advertising	4
4	Media Strategy and Planning	4	4	Strategic Brand Management	4
5	Services Marketing	4	5	Ad-Film Making and Art of Story telling	4
6	Event Management	2	6	Data Visualisation and Presentation Skills	2
Total		21	Total		22

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	3	2	Globalisation and International Advertising	3
3	Business Strategies	3	3	Life in an Advertising Agency	4
4	Select Application in Branding and Advertising	4	4	Animation and Visual Design	3
5	Media Economics	3	5	Retail Management	4
6	Corporate Communications and Public Relations	3	6	Capstone Project	2
Total		18	Total		20

Total Credits	123
Total Subjects	36


Dr Anirban Ghosh
Associate Dean