

NMIMS School of Branding and Advertising			
BBA in Branding & Advertising Course Structure - Batch 2021-2024			
Year I			
	Semester I		Semester II
1.1	Business Communication - I	2.1	Advertising - I
1.2	Business Decision Making	2.2	Management Accounting
1.3	Mathematics	2.3	Advanced Statistics for Business
1.4	Principles of Basic Accountancy	2.4	Environment Governance and Corporate Responsibility
1.5	Principles of Management	2.5	Visual Communication & Creative Writing
1.6	Principles of Marketing	2.6	Economics
Year II			
	Semester III		Semester IV
3.1	Advertising - II	4.1	Brand Communication Strategies
3.2	Branding - I	4.2	Services Marketing
3.3	Legal Aspects of Business	4.3	Digital Media Marketing
3.4	Organizational Behaviour and Human Resource Management	4.4	Animation Design for Communication
3.5	Financial Management	4.5	Marketing Research
3.6	Consumer Behaviour	4.6	Public Relations
Year III			
	Semester V		Semester VI
5.1	Strategies for Business	6.1	Advertising Agencies
5.2	Advertising Creatives and Movie Making	6.2	Marketing Analytics
5.3	Communication and Presentation Skills	6.3	Technology in Communication
5.4	Customer Relationship Management	6.4	Contemporary Issues in Media and Communication
5.5	Social Media Management and Analytics	6.5	Event Management
5.6	Managing New Ventures	6.6	Research Project/Campaign Based Project
		6.7	Life of a Communication Professional (Workshop)

**** The above structure might undergo change.**