

NMIMS School of Branding and Advertising			
BBA in Branding & Advertising Course Structure - 2022-2025 (Approved in Academic Council)			
Year I			
	Semester I		Semester II
1.1	Principles of Management	2.1	Advanced Quantitative Techniques for Business
1.2	Basic Quantitative Techniques for Business	2.2	Management Accounting
1.3	Marketing Management	2.3	Consumer Behaviour
1.4	Business Economics	2.4	Integrated Marketing Communication
1.5	Communication Theory	2.5	Legal Aspects of Business
1.6	Fundamentals of Accounting	2.6	Organizational Behaviour and Human Resource Management
		2.7	Creative Writing
YEAR II			
	Semester III		Semester IV
3.1	Financial Management	4.1	Brand Communication Strategies
3.2	Introduction to Advertising	4.2	Services Marketing
3.3	Fundamentals of Brand Management	4.3	Digital Media Marketing
3.4	Retail Management and Sales Promotion	4.4	Animation Design for Communication
3.5	Advertising Agencies	4.5	Marketing Research
3.6	Semiotics in Communication	4.6	Public Relations
3.7	Media Management and Planning		
YEAR III			
	Semester V		Semester VI
5.1	Environmental Management and Ethical Practices	6.1	Key Account Management
5.2	Strategies for Business	6.2	Marketing Analytics
5.3	Advertising Creatives and Movie Making	6.3	Technology in Communication
5.4	Communication and Presentation Skills	6.4	Contemporary Issues in Media and Communication
5.5	Customer Relationship Management	6.5	Event Management
5.6	Social Media Management and Analytics	6.6	Research Project/Campaign Based Project
5.7	Managing New Ventures	6.7	Life of a Communication Professional