

Name of School: NMIMS - School of Branding and Advertising

Program Name: BBA (Branding & Advertising)

Course Structure of Batch 2023-26

(As Approved in 63rd Academic Council - 28th March 2025)

A.Y 2023-2024						
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
	<b>Total</b>	<b>22</b>			<b>Total</b>	<b>20</b>

A.Y 2024-2025						
Semester - III				Semester - IV		
S.No.	Course Name	Credits		S.No.	Course Name	Credits
1	Multimedia Production	4		1	Social Media Marketing and Analytics	4
2	Introduction to Digital Marketing	4		2	Market Research	4
3	Introduction to Branding & Storytelling	3		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 Storytelling	4
6	Event Management	2		6	Data Visualisation and Presentation Skills	2
	<b>Total</b>	<b>21</b>			<b>Total</b>	<b>22</b>

A.Y 2025-2026						
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	2		2	Marketing Analytics	4
3	Business Strategies	3		3	Media Economics	2
4	Select Application in Branding and Advertising	4		4	Retail Management	4
5	Sales and Distribution	4		5	Market Research - II	2
6	Corporate Communications and Public Relations	4		6	Graphic Design	2
	<b>Total</b>	<b>19</b>		7	Visual Effects	2
					<b>Total</b>	<b>20</b>

<b>Total Credits</b>	124
<b>Total Subjects</b>	37



Dr. Kiran Desai  
Associate Dean