

Name of School: NMIMS - School of Branding and Advertising

Program Name: BBA (Branding & Advertising)

Course Structure of Batch 2024-27

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

A.Y 2024-2025					
Semester - I			Semester - II		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Principles of Marketing - I	3	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	3	4	Consumer Behaviour	4
5	Fundamentals of Accounting	2	5	Product Management & Design Thinking	3
6	Art of Advertising Production	3	6	Web Development	2
7	Introduction to Excel	2	7	Principles of Marketing - II	3
Total		20	Total		22

A.Y 2025-2026						
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	3		2	Market Research - I	4
3	Introduction to Branding and Storytelling	4		3	Digital Transformation in Advertising	4
4	Media Strategy and Planning	4		4	Strategic Brand Management	4
5	Services Marketing	3		5	Ad-Film Making and Art of Story telling	4
6	Event Management	2		6	Data Visualisation and Presentation Skills	2
7	Introduction to Financial Management	2				
	Total	22			Total	22

A.Y 2026-2027						
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
				7	Visual Effects	2
	Total	19			Total	20

Total Credits	125
Total Subjects	40



Dr. Kiran Desai
Associate Dean