<div align="center">

Name of the School : **School of Branding and Advertising**

Course Structure of *BBA (Branding & Advertising)*

Batch 2022 - 2025

</div>

FOR A.Y 2022-2023

Semester - I				Semester - II		
S.No.	Course Name	Credits		S.No.	Course Name	Credits
1	Principles of Management	4		1	Aesthetics of Photography	2
2	Micro and Macro Economics	4		2	Effective Communication Skills - II	4
3	Effective Communication Skills - I	4		3	Finance for Branding and Advertising	4
4	Organisational Behaviour and Human Resource Management	4		4	Introduction to Advertising	4
5	Principles of Marketing	4		5	Product Management	4
6	Introduction to Pyschology	4		6	Visual Communication and Ad Copywriting	4
7	Basics of Audio and Video Production	2				
	Total	**26**			**Total**	**22**

For AY 2023 - 2024

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

Proposed for AY 2024 - 2025

Semester - V				Semester - VI		
S.No.	Course Name	Credits		S.No.	Course Name	Credits
1	Corporate Communications and Public Relations	3		1	Enterpreunership	4
2	Media Law and Ethics	3		2	Globalisation and International Advertising	3
3	Business Strategies	3		3	Life in an Advertisng Agency	4
4	Media Economics	3		4	Animation and Visual Design	3
5	Environment,Social and Governance	2		5	Retail Management	4
6	Select Applications in Branding and Advertising	4		6	Capstone Project	2
	Total	**18**			**Total**	**20**

Total Credits	129
Total Subjects	37

Dr Anirrban Ghosh
Asociate Dean