

Name of School: NMIMS - School of Branding and Advertising

Program Name: BBA (Branding & Advertising)

Batch 2026 - 2030

Semester - I							
S.No.	Course Name	Lecture	Practical	Tutorial	Credits	Course Category	Remark
1	Principles of Marketing - I	3	0	0	3	MAJ	
2	Organizational Behaviour	3	0	0	3	MAJ	
3	Fundamentals of Accounting	2	0	0	2	MAJ	
4	Principles of Management	4	0	0	4	MAJ	
5	Micro & Macro Economics	2	0	0	2	OE	
6	Introduction to Excel	2	0	0	2	SEC	ONLY ICA
7	Soft Skills	2	0	0	2	VEC	
8	Indian Knowledge System	2	0	0	2	IKS	
Total		20			20		

Semester - II							
S.No.	Course Name	Lecture	Practical	Tutorial	Credits	Course Category	Remark
1	Principles of Marketing - II	3	0	0	3	MAJ	
2	Introduction to Branding and Storytelling	3	0	0	3	MAJ	
3	Consumer Behaviour	4	0	0	4	MAJ	
4	Advertising	4	0	0	4	MAJ	
5	Creative Writing Workshop - I	2	0	0	2	AEC	ONLY ICA
6	Psychological Health and Well-being	1	0	0	1	VEC	ONLY ICA
7	Introduction to Business Statistics	2	0	0	2	OE	
8	Drama and Performance Techniques - I	1	0	0	1	CC	ONLY ICA
Total		20			20		

Under Graduate Certificate in Business Administration on completion of extra credit of course of 4 credits from SWAYAM applicable

Semester - III							
S.No.	Course Name	Lecture	Practical	Tutorial	Credits	Course Category	Remark
1	Strategic Brand Management	3	0	0	3	MAJ	
2	Qualitative Market Research Techniques	2	0	0	2	MAJ	
3	Drama & Performance Techniques - II*	1	0	0	1	CC	ONLY ICA
4	Media Planning	4	0	0	4	MAJ	
5	AI integrated Web Development	2	0	0	2	SEC	
6	Introduction to Digital Marketing	3	0	0	3	MAJ	
7	Aesthetics of Photography	2	0	0	2	AEC	ONLY ICA
8	Creative Writing Workshop - II	2	0	0	2	AEC	ONLY ICA
9	Social Cause Internship*	1	0	0	1	CEP	ONLY ICA
Total		20			20		

Semester - IV							
S.No.	Course Name	Lecture	Practical	Tutorial	Credits	Course Category	Remark
1	Quantitative Market Research Techniques	3	0	0	3	MAJ	
2	Entrepreneurship	3	0	0	3	MAJ	
3	Event Management	2	0	0	2	MAJ	
4	Music Appreciation	1	0	0	1	CC	ONLY ICA
5	Data Visualisation and Presentation Skills	2	0	0	2	SEC	
6	Services Marketing	3	0	0	3	MAJ	
7	Social Media Marketing and Analytics	3	0	0	3	MAJ	
8	Theories and Concepts of Advertising Production	3	0	0	3	MAJ	
Total		20			20		

Under Graduate Diploma in Business Administration on completion

Semester - V							
S.No.	Course Name	Lecture	Practical	Tutorial	Credits	Course Category	Remark
1	International Marketing	2	0	0	2	MAJ	
2	Marketing Strategy	3	0	0	3	MAJ	
3	Environment, Social and Governance	2	0	0	2	VEC	
4	Media Laws and Ethics	2	0	0	2	MAJ	
5	Financial Management	2	0	0	2	MAJ	
6	Interactive Media Production	3	0	0	3	MAJ	
7	AI in Cinematic Narratives and Brand Communications	2	0	0	2	MAJ	
8	Performance Marketing	1	0	0	1	MAJ	
9	Sales and Distribution	3	0	0	3	MAJ	
Total		20			20		

Semester - VI							
S.No.	Course Name	Lecture	Practical	Tutorial	Credits	Course Category	Remark
1	Design Thinking	2	0	0	2	MAJ	
2	Sports and Celebrity Branding	2	0	0	2	MAJ	
3	Marketing Analytics	3	0	0	3	MAJ	
4	Corporate Readiness (CICR)	1	0	0	1	VSC	ONLY ICA
5	Logistics and Supply Chain Management	2	0	0	2	MAJ	
6	Retail Management	2	0	0	2	MAJ	
7	Ad-Film Making and Art of Storytelling	4	0	0	4	MAJ	ONLY ICA
8	Specialization I/ II	4	0	0	4	MIN	ONLY ICA
Total		20			20		

Semester - VI (Select any 1 Specialization)							
S.No.	Course Name	Lecture	Practical	Tutorial	Credits	Course Category	
Specialization I: Digital Media and Marketing Communication							
1	Affiliate Marketing	2	0	0	2	MIN	
2	Martech and Generative AI	2	0	0	2	MIN	
Specialization II: Creative Communication and Execution							
1	Principles of Video Editing	2	0	0	2	MIN	
2	Introduction to VFX	2	0	0	2	MIN	
Degree of Bachelor of Business Administration (Branding and Advertising) on completion							

Semester - VII							
S.No.	Course Name	Lecture	Practical	Tutorial	Credits	Course Category	Remark
1	Corporate Internship	6	0	0	6	OJT	ONLY ICA
2	Strategic Business Management	4	0	0	4	MAJ	
3	Human Resource Management	2	0	0	2	MIN	
4	Specialization I/ II	8	0	0	8	MIN	ONLY ICA
Total		20			20		

Semester - VII (Select any 1 Specialization)							
	Course Name	Lecture	Practical	Tutorial	Credits	Course Category	Remark
Specialization I: Digital Media and Marketing Communication							
1	Email Marketing and Analytics	1	0	0	1	MIN	
2	AI for Content Creators	2	0	0	2	MIN	
3	Meta for Business- Facebook and Instagram Ads	2	0	0	2	MIN	
4	Mobile Marketing	3	0	0	3	MIN	
Specialization II: Creative Communication and Execution							
1	Introduction to Graphic Design	2	0	0	2	MIN	
2	Advanced Video Editing	2	0	0	2	MIN	
3	Podcasting and Digital Events	2	0	0	2	MIN	
4	Sound Recording and Sound Design	2	0	0	2	MIN	

Semester - VIII							
S.No.	Course Name	Lecture	Practical	Tutorial	Credits	Course Category	Remark
1	Interdisciplinary Project Lab	3	0	0	3	AEC	ONLY ICA
2	Luxury Brand Management	4	0	0	4	MAJ	
3	Corporate Communication and PR	4	0	0	4	MAJ	
4	Rural Marketing	3	0	0	3	MAJ	
5	Specialization I/ II	6	0	0	6	MIN	ONLY ICA
Total		20			20		

Semester - VIII (Select any 1 Specialization)

	Course Name	Lecture	Practical	Tutorial	Credits	Course Category	Remark
Specialization I: Digital Media and Marketing Communication							
1	Programmatic Advertising	2	0	0	2	MIN	
2	E-Commerce Management	2	0	0	2	MIN	
3	User Interface Design	2	0	0	2	MIN	
Specialization II: Creative Communication and Execution							
1	Advanced Cinematography	1	0	0	1	MIN	
2	Ad Film Appreciation & Direction (Master Class or Workshop)	1	0	0	1	MIN	
3	Introduction to CGI	2	0	0	2	MIN	
4	Advanced Graphic Design	2	0	0	2	MIN	
Degree of Bachelor of Business Administration Honors (Branding and Advertising) on completion							

Total Credits (New)	160
Total Core Subjects	56
Total DMMC Subjects	9
Total CCE Subjects	10



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Director