

Name of School: NMIMS - School of Branding and Advertising  
Program Name: BBA (Branding & Advertising)  
Program Structure of Batch 2025-2029  
As approved in 66th Academic Council held on 11-12-2025

**BBA - Batch 2025-2029, First Year (A.Y 2025-26)**

Semester - I				Semester - II (New Proposed Structure)			
S.No.	Course Name	Credits	Subject Type	S.No.	Course Name	Credits	Subject Type
1	Principles of Marketing - I	3	A	1	Principles of Marketing - II	3	A
2	Organizational Behaviour	3	A	2	Introduction to Branding and Storytelling	3	A
3	Fundamentals of Accounting	2	A	3	Consumer Behaviour	4	A
4	Principles of Management	4	A	4	Advertising	3	A
5	Micro & Macro Economics	2	OE	5	Creative Writing Workshop - I	2	AEC
6	Introduction to Excel	2	SEC	6	Psychological Health and Well-being	1	VEC
7	Soft Skills	2	VEC	7	Introduction to Business Statistics	2	OE
8	Indian Knowledge System	2	IKS	8	Drama and Performance Techniques - I	1	CC
<b>Total</b>		<b>20</b>		<b>Total</b>		<b>19</b>	

**BBA - Batch 2025-2029, Second Year (A.Y 2026-27)**

Semester - III				Semester - IV			
S.No.	Course Name	Credits	Subject Type	S.No.	Course Name	Credits	Subject Type
1	Strategic Brand Management	3	A	1	Quantitative Market Research Techniques	4	A
2	Qualitative Market Research Techniques	4	A	2	Sales and Distribution	3	A
3	Drama & Performance Techniques-II	1	CC	3	Retail Management	3	A
4	Media Planning	4	A	4	Appreciation of Music	1	CC
5	Entrepreneurship	3	A	5	Web Development	2	SEC
6	Introduction to Digital Marketing	4	A	6	Services Marketing	3	A
7	Aesthetics of Photography	2	AEC	7	Social Media Marketing and Analytics	4	A
8	Creative Visual Writing Workshop - II	2	AEC	8	Theories and concepts of Advertising Production	3	A
9	Social Cause Internship	2	CEP				
<b>Total</b>		<b>25</b>		<b>Total</b>		<b>23</b>	

**BBA - Batch 2025-2029, Third Year (A.Y 2027-28)**

Semester - V				Semester - VI			
S.No.	Course Name	Credits	Subject Type	S.No.	Course Name	Credits	Subject Type
1	International Marketing	2	A	1	Design Thinking	2	A
2	Marketing Strategy	3	A	2	Sports and Celebrity Branding	2	A
3	Environment, Social and Governance	2	VEC	3	Marketing Analytics	4	A
4	Corporate Readiness (CICR) - Phase 1	2	VSC	4	Corporate Readiness (CICR) - Phase 2	2	VSC
5	Media Laws and Ethics	2	A	5	Logistics and Supply Chain Management	2	A
6	Financial Management	2	A	6	Event Management	2	A
7	Interactive Media Production	3	A	7	Ad-Film Making and Art of Story Telling	4	A
8	Integration of Technology in Advertising	3	A	8	Specialization I/ II	4	A
9	Martech	3	A				
<b>Total</b>		<b>22</b>		<b>Total</b>		<b>22</b>	

**Semester - VI ( Select any 1 Specialization )**

S.No.	Course Name	Credits	Subject Type
<b>Specialization I: Digital Media and Marketing Communication</b>			
1	Affiliate Marketing	2	A
2	Performance Marketing and generative AI	2	A
<b>Specialization II: Creative Communication and Execution</b>			
1	Principles of Video Editing	2	A
2	Introduction to VFX	2	A

**BBA - Batch 2025-2029, Fourth Year (A.Y 2028-29)**

Semester - VII				Semester - VIII			
S.No.	Course Name	Credits	Subject Type	S.No.	Course Name	Credits	Subject Type
1	Corporate Internship	8	OJT	1	Field project	4	RP
2	Strategic Business Management	4	A	2	Luxury Brand Management	3	A
3	Specialization I/ II	10	A	3	Corporate Communication and PR	2	A
<b>Total</b>		<b>22</b>		4	Rural Marketing	2	A
				5	Specialization I/ II	7	A
				<b>Total</b>		<b>18</b>	

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

Semester - VIII ( Select any 1 Specialization )			
	Course Name	Credits	
Specialization I: Digital Media and Marketing Communication			
1	Programmatic Advertising	2	B
2	E-Commerce Management	3	A
3	User Interface Design	2	A
Specialization II: Creative Communication and Execution			
1	Advanced Cinematography	2	B
2	Film Appreciation	2	B
3	Ad Film Direction (Master Class or Workshop) (S/NS)	1	B
4	Introduction to CGI	2	B

*K. Desai*

Total Credits	171		
Total Subjects	64		Dr. Kiran Desai Director

**Note\*** Specialisations Courses are aligned to industry requirements hence Subject to change \*

BBA (Branding and Advertising) Honors  
Offers 2 Elective Specialisation  
Digital Media and Marketing Communications  
Creative Communications & Execution

Key	Meaning	Total Credits	Sem. I	Sem. II	Sem. III	Sem. IV	Sem. V	Sem. VI	Sem. VII	Sem. VIII
A	Major	129	12	13	18	20	18	20	14	14
OE	Open Elective	4	2	2						
VSC	Vocational Skill Courses	4				2		2		
SEC	Skills Enhancement Courses	4	2				2			
AEC	Ability Enhancement Courses	6		2	4					
IKS	Indian Knowledge System	2	2							
VEC	Value Education Courses	5	2	1			2			
OJT	On the Job Training	8							8	
FP	Field Project	0								
CC	Co-Curricular Activities	3		1	1	1				
CEP	Community Engagement Service	2			2					
RP	Research Project	4								4
	Total	171	20	19	25	23	22	22	22	18