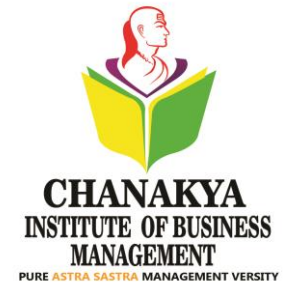


ADVERTISING MANAGEMENT

SEMESTER I

PRINCIPLES OF PRACTICES OF MANAGEMENT
QUANTITATIVE TECHNIQUES & BUSINESS STATISTICS
BUSINESS COMMUNITY AND PERSONALITY DEVELOPMENT
PRICIPLES OF MARKETING
PRINCIPLES OF ADVERTISING MANAGEMENT
COMPUTER APPLICATIONS
PRINCIPLES OF PUBLIC RELATIONS MANAGEMENT



SEMESTER II

MEDIA PLANNING
MARKETING AND ADVERTISING RESEARCH
CREATIVE WRITING
MANAGEMENT OF ADVERTISING AGENCY
CONSUMER BEHAVIOUR
ORGANISATIONAL BEHAVIOUR
PRINCIPLES OF MASS COMMUNICATION

SEMESTER III

STRATEGIC MARKETING & BRAND MANAGEMENT
FINANCIAL & COST COUNTING
COMMERCIAL DESIGNING & PRINTING TECH
PRODUCTION TECHNOLOGY
HUMAN RESOURCES & MANAGEMENT
COMPUTER GRAPHICS

SEMESTER IV

CORPORATE COMMUNICATIONS
INTERNET MARKETING
CREATIVE WRITING
CLIENT SERVICING & ACCOUNT PLANNING
CAMPHAIGN PLANNING
COMPUTER ANIMATION