

TYBAMMC

Semester V

Code	Name of the Module	Credit
UUGCOW51	Copy Writing	4
UUGAMR52	Advertising & Marketing Research	4
UUGGIA54	Globalization & International Advertising	3
UUGBBG53	Brand Building	3
UUGAMT55	Agency Management	3
UUGCBR56	Consumer Behaviour	3

SEMESTER VI (ADVERTISING SPECIALIZATION)

Sr.no	Name of the module	Code	Credits
1	Digital Media	UUGDMJ61	4
2	Advertising Design	UUGADN62	4
3	Advertising in Contemporary Society	UUGACS63	3
4	Media Planning and Buying	UUGMPB64	3
5	Advertising and Sales Promotion	UUGASP65	3
6	Entertainment and Media Marketing	UUGEMM66	3
TOTAL			20