

SVKM's
 USHA PRAVIN GANDHI COLLEGE OF ARTS, SCIENCE & COMMERCE
 TIME TABLE FOR THE ACADEMIC YEAR 2025-2026

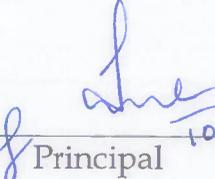
Name : M.A. (Entertainment Media & Advertising)

Semester – III

Room No.415

	TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
I	07.15 am to 08.15 am	Strategic Brand Management (Prof. Rohan Mehra)	Digital and Social Media Advertising (Elective) (Prof. Nikita Nadkarni)	Media & Consumer Behaviour (Prof. Yohan Chawla)	Business Plan & Negotiation Skills (Dr. Mayur Vyas)	Media & Consumer Behaviour/ Digital Media (Lab) (Elective) (Prof. Yohan Chawla/ Nikita Nadkarni)	Research Project
II	08.15 am to 09.15 am	Strategic Brand Management (Prof. Rohan Mehra)	Digital and Social Media Advertising (Elective) (Prof. Nikita Nadkarni)	Media & Consumer Behaviour (Prof. Yohan Chawla)	Business Plan & Negotiation Skills (Dr. Mayur Vyas)	Media & Consumer Behaviour/ Digital Media (Lab) (Elective) (Prof. Yohan Chawla/ Nikita Nadkarni)	Research Project
B R E A K							
III	09.30 am to 10.30 am	Media Planning and Buying (Dr. Navita Kulkarni)	Account Planning & Media Business (Dr. Yatindra Ingle)	Media Planning and Buying (Dr. Navita Kulkarni)	Strategic Brand Management (Prof. Rohan Mehra)	Account Planning & Media Business (Dr. Yatindra Ingle)	Research Project
IV	10.30 am to 11.30 am	Media Planning and Buying (Dr. Navita Kulkarni)	Account Planning & Media Business (Dr. Yatindra Ingle)	Media Planning and Buying (Dr. Navita Kulkarni)	Strategic Brand Management (Prof. Rohan Mehra)	Account Planning & Media Business (Dr. Yatindra Ingle)	Research Project


 10/06/25
 Course Coordinator


 10/06/2025
 Principal