



**SVKM's USHA PRAVIN GANDHI COLLEGE OF ARTS, SCIENCE AND COMMERCE**  
**TIME TABLE FOR THE ACADEMIC YEAR 2026- 2027**



Name: M. A in Entertainment media and Advertising

Course : MA(EMA))

Semester – I

Room No.5 & Media Lab

	TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
I	7:15 am to 8:15 am	Fundamentals of Conventional and New media (Dr. Navita Kulkarni) Room 5	Dynamics of Communication and Media Theories (Dr. Machunwangliu Kamei) Room 5	Research Methodology and Media Landscape (Dr. Deeksha Chamola) Room 5	Dynamics of Communication and Media Theories (Dr. Machunwangliu Kamei) Room 5	Content writing for Visual Media 1 (Prof. Rohan Mehra) Room 5	Elective Multimedia Advertising (Dr. Navita Kulkarni) Room 5
II	8:15 am to 9:15 am	Fundamentals of Conventional and New media (Dr. Navita Kulkarni) Room 5	Dynamics of Communication and Media Theories (Dr. Machunwangliu Kamei) Room 5	Research Methodology and Media Landscape (Dr. Deeksha Chamola) Room 5	Dynamics of Communication and Media Theories (Dr. Machunwangliu Kamei) Room 5	Content writing for Visual Media 1 (Prof. Rohan Mehra) Room 5	Elective Multimedia Advertising (Dr. Navita Kulkarni) Room 5
9:15 am to 9:30 am		<b>B R E A K</b>					
III	9:30 am to 10:30 am	Fundamentals of Conventional and New media (Dr. Navita Kulkarni) Room 5	Content writing for Visual Media 1 (Prof. Bulbul Bhattacharjee) Room 5	Research Methodology and Media Landscape (Dr. Geeta Sharma) Room 5	Photography & Cinematic Arts (Prof. Chehek Bilgi) Room 5	Photography & Cinematic Arts (Prof. Chehek Bilgi) Practical- outdoor	Elective Multimedia Advertising (Dr. Navita Kulkarni) Room 5
IV	10:30 am to 11:30 am	Fundamentals of Conventional and New media (Dr. Navita Kulkarni) Room 5	Content writing for Visual Media 1 (Prof. Bulbul Bhattacharjee) Room 5	Research Methodology and Media Landscape (Dr. Geeta Sharma) Room 5	Photography & Cinematic Arts (Prof. Chehek Bilgi) Room 5	Photography & Cinematic Arts (Prof. Chehek Bilgi) Practical- outdoor	Elective Multimedia Advertising (Dr. Navita Kulkarni) Room 5

*(Signature)*  
24/4/26

Coordinator

*(Signature)*  
24/4/26

Head of Department

*(Signature)*  
24/04/2026

I/C Principal



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**TIME TABLE FOR THE ACADEMIC YEAR 2026- 2027**



**Name: M. A in Entertainment media and Advertising Course: MA(EMA))**

**Semester – III**

**Room No.**

	TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
I	7:15 am to 8:15 am	Strategic Brand Management (Rohan Mehra)	Account Planning & Media Business (Dr. Yatindra Ingle)	Business Plan and Negotiation Skills (Dr. Mayur Vyas)	Media Planning and Buying Services (Dr. Navita Kulkarni)	<b>Elective</b> Consumer Behaviour ( Dr. Rashmi Gehlowt)/ Digital and Social Media Advertising (Moses Gomes)	Research Project
II	8:15 am to 9:15 am	Strategic Brand Management (Rohan Mehra)	Account Planning & Media Business (Dr. Yatindra Ingle)	Business Plan and Negotiation Skills (Dr. Mayur Vyas)	Media Planning and Buying Services (Dr. Navita Kulkarni)	Consumer Behaviour ( Dr. Rashmi Gehlowt)/ Digital and Social Media Advertising (Moses Gomes)	Research Project
9:15 am to 9:30 am							
III	9:30 am to 10:30 am	Account Planning & Media Business (Dr. Yatindra Ingle)	Media Planning and Buying Services (Dr. Navita Kulkarni)	<b>Elective</b> Digital and Social Media Advertising (Moses Gomes)	<b>Elective</b> Consumer Behaviour ( Dr.Rashmi Gehlowt)	Strategic Brand Management (Rohan Mehra)	Research Project
IV	10:30 am to 11:30 am	Account Planning & Media Business (Dr. Yatindra Ingle)	Media Planning and Buying Services (Dr. Navita Kulkarni)	Digital and Social Media Advertising (Moses Gomes)	Consumer Behaviour ( Dr.Rashmi Gehlowt.)	Strategic Brand Management (Rohan Mehra)	Research Project

24/4/26  
 Coordinator

24/4/26  
 Head of Department

24/04/2026  
 I/C Principal