



VIVEK EDUCATION SOCIETY'S VIVEK COLLEGE OF COMMERCE

VIVEK COLLEGE ROAD, GOREGAON WEST, MUMBAI – 400104.

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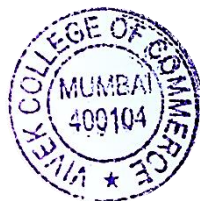
PERMANENTLY AFFILIATED TO UNIVERSITY OF MUMBAI, ACCREDITED BY NAAC

Date: 15 September 2020

EXAM TIMETABLE FOR BMM (MASS MEDIA)

ATKT SEM 2, 4 AND 5 SEPTEMBER 2020

Date and Day	Timing	Sem II	Sem IV	Sem V
23/9/2020 Wednesday	11.00 am to 12.00 noon	-	-	COPY WRITING
	2.00 pm to 3.00 pm	INTRODUCTION TO LITERATURE IN ENGLISH	INTRODUCTION TO JOURNALSIM	-
24/9/2020 Thursday	11.00 am to 12.00 noon	-	-	MEDIA PLANNING & BUYING
	2.00 pm to 3.00 pm	-	PRINT PRODUCTION PHOTOGRAPHY	-
25/9/2020 Friday	11.00 am to 12.00 noon	-	-	CONSUMER BEHAVIOUR
	2.00 pm to 3.00 pm	-	INTRODUCTION TO ADVERTISING	-
26/9/2020 Saturday	11.00 am to 12.00 noon	-	-	BRAND BUILDING
28/9/2020 Monday	11.00 am to 12.00 noon	-	-	ADVERTISING IN CONTEMPORARY SOCIETY



Dr. Vijetha Shetty

Principal

Vivek College of Commerce