

MASTER OF BUSINESS ADMINISTRATION (MBA)

Specialization: Advertising Management

Programme Duration: 2 Years (4 Semesters)

Total Credits: 80

Examination Pattern: Internal Assessment + End Semester Examination

Sem	Subject Code	Course Title	Credits	Internal	External	Total
I	MBA-AM101	Principles of Management	4	30	70	100
I	MBA-AM102	Managerial Economics	4	30	70	100
I	MBA-AM103	Marketing Management	4	30	70	100
I	MBA-AM104	Business Communication	4	30	70	100
I	MBA-AM105	Accounting for Managers	4	30	70	100
II	MBA-AM201	Consumer Behaviour	4	30	70	100
II	MBA-AM202	Advertising Principles & Practice	4	30	70	100
II	MBA-AM203	Media Planning & Buying	4	30	70	100
II	MBA-AM204	Digital Marketing	4	30	70	100
II	MBA-AM205	Research Methodology	4	30	70	100
III	MBA-AM301	Brand Management	4	30	70	100
III	MBA-AM302	Creative Copywriting	4	30	70	100
III	MBA-AM303	Integrated Marketing Communication	4	30	70	100
III	MBA-AM304	Advertising Laws & Ethics	4	30	70	100
III	MBA-AM305	Elective / Industry Project	4	50	50	100
IV	MBA-AM401	Strategic Advertising Management	4	30	70	100
IV	MBA-AM402	International Advertising	4	30	70	100
IV	MBA-AM403	Social Media Campaign Management	4	30	70	100
IV	MBA-AM404	Dissertation & Viva Voce	8	100	100	200

Marks Distribution

- Theory Courses: Internal Assessment 30 Marks + End Semester Examination 70 Marks = 100 Marks.
- Project / Dissertation: Continuous Evaluation 100 Marks + Viva Voce 100 Marks = 200 Marks.
- Minimum Passing Requirement: 40% in each component and 50% aggregate as per university regulations.

Programme Objectives

- Develop advanced knowledge of advertising and brand communication.
- Build expertise in media planning, digital campaigns, and consumer insights.

- Strengthen managerial and strategic decision-making skills.
- Prepare learners for careers in advertising agencies, media houses, and corporate marketing.