



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

TYBMM (Advertising)

(SEMESTER- VI)

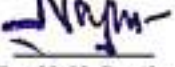
TIMETABLE FOR THE ASSIGNMENT/PRESENTATION, February 2020

DATE	DAY	TIME	NAME OF THE COURSE
10 th Feb	Monday	11:00 AM TO 12:40 PM 1:00 PM TO 2.40 PM	Contemporary Issues Direct Marketing
11 th Feb	TUESDAY	11:00 AM TO 12:40 PM 1:00 PM TO 2.40 PM 3:00 PM TO 4.40 PM	Adv & Marketing Research Legal Env & ADV Ethics Agency Management
12 th Feb	WEDNESDAY	11:00 AM TO 12:40 PM 1:00 PM TO 2.40 PM 3:00 PM TO 4.40 PM	Financial Management Direct Marketing Agency Management
13 th Feb	THURSDAY	11:00 AM TO 2:40 PM	Digital Media
14 th Feb	FRIDAY	11:00 AM TO 12:40 PM 1:00 PM TO 2.40 PM	Adv & Marketing Research Financial Management
15 th Feb	SATURDAY	11:00 AM TO 12:40 PM 1:00 PM TO 2.40 PM	Contemporary Issues Legal Env & ADV Ethics


Prof. Durgesh Kenkre
Exam Convenor


Ms. Bhavana Singh
BMM Co-ordinator


Ms. Subhashini Naikar
Vice Principal (SFC)


Dr. N. N. Pandey
Principal

Date: 20/1/2020
DI/TT-IT/TLP/



Sunder Nagar, Swami Vivekanand Road, Malad (West), Mumbai – 400064.
Tel.: +912228725792 ♦ 28732270 ♦ E-mail: dalmialionscollege@gmail.com
Website: www.dalmialionscollege.ac.in



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TYBMM (Journalism)
(SEMESTER- VI)


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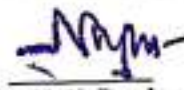
DATE	DAY	TIME	NAME OF THE COURSE
10 th Feb	Monday	7:00 AM TO 10.40 AM 11:00 AM TO 12:40 PM	Broadcasting Journalism Contemporary Issues
11 th Feb	TUESDAY	7:00 AM TO 10.40 AM 11:00 AM TO 12:40 PM	Press Law & Ethics Issues in Global Media
12 th Feb	WEDNESDAY	7:00 AM TO 10.40 AM 11:00 AM TO 12.40 PM	Business & Magazine Journo Issues in Global Media
13 th Feb	THURSDAY	11:00 AM TO 2:40 PM	Digital Media
14 th Feb	FRIDAY	--	--
15 th Feb	SATURDAY	11:00 PM TO 12.40 PM 1:00 PM TO 2:40 PM	Contemporary Issues News Media Management


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FYBMM DIV 'A'


(SEMESTER- II)

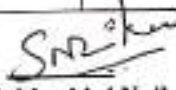
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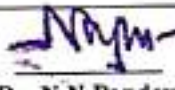
February 2020

DATE	DAY	TIME	NAME OF THE COURSE
10 th Feb	MONDAY	11:00 AM TO 12:40 PM 1.00 P.M. TO 02.40 P.M.	Foundation Course II Media, Gender & Culture
11 th Feb	TUESDAY	11:00 AM TO 12:40 PM 1.00 P.M. TO 02.40 P.M.	Content Writing Foundation Course II
12 th Feb	WEDNESDAY	11:00 AM TO 12:40 PM 1.00 P.M. TO 02.40 P.M.	Media, Gender & Culture Effective communication II
13 th Feb	THURSDAY	11:00 AM TO 12:40 PM 1.00 P.M. TO 02.40 P.M.	Content Writing Introduction to Journalism
14 th Feb	FRIDAY	11:00 AM TO 12:40 PM 1.00 P.M. TO 02.40 P.M.	Introduction to Journalism Introduction to Advertising
15 th Feb	SATURDAY	11:00 AM TO 12:40 PM 1.00 P.M. TO 02.40 P.M.	Effective communication II Introduction to Advertising


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FYBMM DIV 'B'

(SEMESTER- II)

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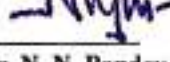
February 2020

DATE	DAY	TIME	NAME OF THE COURSE
10 th Feb	MONDAY	11:00 AM TO 12:40 PM 1.00 P.M. TO 02.40 P.M.	Media, Gender & Culture Foundation Course II
11 th Feb	TUESDAY	11:00 AM TO 12:40 PM 1.00 P.M. TO 02.40 P.M.	Foundation Course II Effective communication II
12 th Feb	WEDNESDAY	11:00 AM TO 12:40 PM 1.00 P.M. TO 02.40 P.M.	Content Writing Media, Gender & Culture
13 th Feb	THURSDAY	11:00 AM TO 12:40 PM 1.00 P.M. TO 02.40 P.M.	Introduction to Journalism Introduction to Advertising
14 th Feb	FRIDAY	11:00 AM TO 12:40 PM 1.00 P.M. TO 02.40 P.M.	Content Writing Introduction to Journalism
15 th Feb	SATURDAY	11:00 AM TO 12:40 PM 1.00 P.M. TO 02.40 P.M.	Introduction to Advertising Effective communication II


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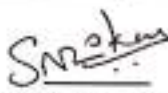
SYBMM 'B'
(SEMESTER- IV)

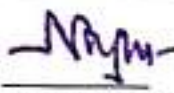
TIMETABLE FOR THE ASSIGNMENT/PRESENTATION, February 2020

DATE	DAY	TIME	NAME OF THE COURSE
10 th Feb	MONDAY	7:00 AM TO 8:40 AM 9:00 AM TO 10:40 AM	Radio and TV Mass Media Research
11 th Feb	TUESDAY	7:00 AM TO 8:40 AM 9:00 AM TO 10:40 AM	Print, Production & Photography Radio and TV
12 th Feb	WEDNESDAY	7:00 AM TO 8:40 AM 9:00 AM TO 10:40 AM	Organisational Behaviour Mass Media Research
13 th Feb	THURSDAY	7:00 AM TO 8:40 AM 9:00 AM TO 10:40 AM	Introduction to Journalism Introduction to Advertising
14 th Feb	FRIDAY	7:00 AM TO 8:40 AM 9:00 AM TO 10:40 AM	Introduction to Journalism Introduction to Advertising
15 th Feb	SATURDAY	7:00 AM TO 8:40 AM 9:00 AM TO 10:40 AM	Organisational Behaviour Print, Production & Photography


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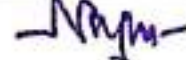
TIMETABLE FOR THE ASSIGNMENT/PRESENTATION, February 2020

DATE	DAY	TIME	NAME OF THE COURSE
10 th Feb	MONDAY	7:00 AM TO 8:40 AM 9:00 AM TO 10:40 AM	Introduction to Journalism Radio and TV
11 th Feb	TUESDAY	7:00 AM TO 8:40 AM 9:00 AM TO 10:40 AM	Radio and TV Print, Production & Photography
12 th Feb	WEDNESDAY	7:00 AM TO 8:40 AM 9:00 AM TO 10:40 AM	Introduction to Journalism Introduction to Advertising
13 th Feb	THURSDAY	7:00 AM TO 8:40 AM 9:00 AM TO 10:40 AM	Organisational Behaviour Mass Media Research
14 th Feb	FRIDAY	7:00 AM TO 8:40 AM 9:00 AM TO 10:40 AM	Organisational Behaviour Mass Media Research
15 th Feb	SATURDAY	7:00 AM TO 8:40 AM 9:00 AM TO 10:40 AM	Print, Production & Photography Introduction to Advertising


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