



Prahladrai Dalmia Lions College of Commerce & Economics
ISO 9001:2015 CERTIFIED

**Third Year Bachelors of Arts in Multimedia and Mass Communication -
Advertising
(SEMESTER- V) - 2024-2025**

TIMETABLE FOR THE ASSIGNMENT/PRESENTATION, August 2024

DATE	DAY	TIME	NAME OF THE COURSE
7th August, 2024	Wednesday	7.00 am to 10.40 am	COPYWRITING
8th August, 2024	Thursday	7.00 am to 8.40 am	AGENCY MGMT (2001-2043)
		9.00 am to 10.40 am	CONSUMER BEHAVIOUR (2001-2043)
9th August, 2024	Friday	7.00 am to 8.40 am	AGENCY MGMT (2043-2086)
		9.00 am to 10.40 am	CONSUMER BEHAVIOUR (2043-2086)
20th August, 2024	Tuesday	7.00 am to 10.40 am	ADVERTISING & MARKETING RESEARCH
21st August, 2024	Wednesday	7.00 am to 10.40 am	DIRECT MARKETING & E-COMMERCE
22nd August, 2024	Thursday	7.00 am to 10.40 am	BRAND BUILDING

**Ms. Akanksha
Mangavkar**
**B.A.(M.M.C.)
Coordinator**

**CA Durgesh Y.
Kenkre**
Exam Convenor

**Ms. Subhashini
Naikar**
**Vice Principal -
SFC**

PROF. (DR.) DIGAMBAR N. GANJEVAR
PRINCIPAL
PRAHLADRAI DALMIA LIONS COLLEGE (
COMMERCE & ECONOMICS
SUNDER NAGAR, MALAD (W),
MUMBAI - 400 064.

Date: 27th July, 2024
DI/TT-IT/TLP/00





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**Third Year Bachelors of Arts in Multimedia and Mass Communication -
Journalism**

(SEMESTER- V) - 2024-2025

TIMETABLE FOR THE ASSIGNMENT/PRESENTATION, August 2024

DATE	DAY	TIME	NAME OF THE COURSE
7th August, 2024	Wednesday	7.00 am to 10.40 am	News Media Management
8th August, 2024	Thursday	7.00 am to 10.40 am	Writing & Editing Skills
9th August, 2024	Friday	7.00 am to 10.40 am	Reporting
20th August, 2024	Tuesday	7.00 am to 10.40 am	Investigative Journalism
21st August, 2024	Wednesday	9.00 am to 10.40 am	Journalism and Public Opinion
22nd August, 2024	Thursday	7.00 am to 10.40 am	Mobile Journalism and New Media

**Ms. Akanksha
Mangavkar**

**B.A.(M.M.C.)
Coordinator**

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Second Year Bachelors of Arts in Multimedia and Mass Communication

(SEMESTER- III) - 2024-2025

TIMETABLE FOR THE ASSIGNMENT/PRESENTATION, August 2024

DATE	DAY	TIME	NAME OF THE COURSE
7th August, 2024	Wednesday	11.00 am to 2.40 pm	Media Studies
8th August, 2024	Thursday	11.00 am to 2.40 pm	Computer and Multimedia - I
9th August, 2024	Friday	11.00 am to 2.40 pm	Motion Graphics & Visual Effects - I
20th August, 2024	Tuesday	11.00 am to 2.40 pm	Film Communication - I
21st August, 2024	Wednesday	11.00 am to 2.40 pm	Introduction to Photography
22nd August, 2024	Thursday	11.00 am to 2.40 pm	Corporate Communication and Public Relation

**Ms. Akanksha
Mangavkar**

**B.A.(M.M.C.)
Coordinator**

**CA Durgesh Y.
Kenkre**

Exam Convenor

**Ms. Subhashini
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