



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

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

(SEMESTER- V) - 2023-2024

TIMETABLE FOR THE ASSIGNMENT/PRESENTATION, August 2023

DATE	DAY	TIME	NAME OF THE COURSE
7th August, 2023	Monday	7.00 am to 10.40 am	Consumer Behaviour
8th August, 2023	Tuesday	7.00 am to 8.40 am	Brand Building
9th August, 2023	Wednesday	7.00 am to 8.40 am	Agency Management
		9.00 am to 10.40 am	Brand Building
10th August, 2023	Thursday	7.00 am to 8.40 am	Agency Management
		9.00 am to 10.40 am	Copywriting
11th August, 2023	Friday	7.00 am to 10.40 am	Direct Marketing & E-Commerce
12th August, 2023	Saturday	7.00 am to 10.40 am	Advertising & Marketing Research

AM
22/7/23
Ms. Akanksha
Mangavkar

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

Date: 22nd July, 2023
DI/TT-IT/TLP/00

Durgesh Y. Kenkre
CA Durgesh Y.
Kenkre

Exam Convenor

Smok
Ms. Subhashini
Naikar

Vice Principal -
Unaided

D.N. Ganjewar
22/07/23
Prof. (Dr.) D.N. Ganjewar

Principal
PRAHLADRAI DALMIA LIONS COLLEGE OF
COMMERCE AND ECONOMICS
SUNDER NAGAR, MAZAD (W),
MUMBAI - 400 064.





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

(SEMESTER- V) - 2023-2024

TIMETABLE FOR THE ASSIGNMENT/PRESENTATION, August 2023

DATE	DAY	TIME	NAME OF THE COURSE
7th August, 2023	Monday	7.00 am to 10.40 am	News Media Management
8th August, 2023	Tuesday	7.00 am to 10.40 am	Reporting
9th August, 2023	Wednesday	7.00 am to 10.40 am	Journalism and Public Opinion
10th August, 2023	Thursday	9.00 am to 10.40 am	Investigative Journalism
11th August, 2023	Friday	7.00 am to 10.40 am	Mobile Journalism and New Media
12th August, 2023	Saturday	7.00 am to 10.40 am	Writing & Editing Skills

Amy
22/7/23
Ms. Akanksha
Mangavkar

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Coordinator

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D.N. Ganjewar
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Second Year Bachelors of Arts in Multimedia and Mass Communication
(SEMESTER- III) - 2023-2024

TIMETABLE FOR THE ASSIGNMENT/PRESENTATION, August 2023

DATE	DAY	TIME	NAME OF THE COURSE
7th August, 2023	Monday	11.00 am to 12.40 pm	Introduction to Photography
		01.20 pm to 03.00 pm	Film Communication
8th August, 2023	Tuesday	11.00 am to 12.40 pm	Introduction to Photography
		01.20 pm to 03.00 pm	Film Communication
9th August, 2023	Wednesday	11.00 am to 02.40 pm	Media Studies
10th August, 2023	Thursday	01.20 pm to 04.40 pm	Computer and Multimedia - I
11th August, 2023	Friday	01.20 pm to 04.40 pm	Motion Graphics & Visual Effects - I
12th August, 2023	Saturday	11.00 am to 02.40 pm	Corporate Communication and Public Relation

AM
22/7/23
Ms. Akanksha
Mangavkar

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

Date: 22nd July, 2023
DI/TT-IT/TLP/00

Durgesh Y. Kenkre
CA Durgesh Y.
Kenkre

Exam Convenor

Smruti
Ms. Subhashini
Naikar

Vice Principal -
Unaided



D.N. Ganjewar
22/07/2023
Prof. (Dr.) D.N. Ganjewar

Principal
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