



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

MBA (ADVERTISING AND PUBLIC RELATIONS) PROGRAM

Semester II

TEACHING & EVALUATION SCHEME								
THEORY			PRACTICAL					
End Sem Exam	Two Term Exam	Teacher Assessment	End Sem University Exam	Teacher Assessment	L	T	P	Credit
60	20	20	-	-	4	-		4

Legends: Th =Theory, L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

MMM201 Audio Production Management

MMM202 Media Law (Cyber Laws and IPR)

MMM203 Media Research Planning

MBAI201 Financial Management

MMM206 Writing for Electronic Media

MBAAPR202 Fundamentals of Public Relations

MBAAPR207 Comprehensive Viva

Chairperson
Board of Studies

Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore

Registrar

Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore