

## MBA (ADVERTISING AND PUBLIC RELATIONS) PROGRAM

### Semester III

| 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.

MBAI301C Human Values and Professional Ethics

MMM305 Entrepreneurship

MBAAPR304 Client Service & Account Planning

MBAIEM307 Advertising Management

MMM 303 New Media & Digital Marketing

MMM302 Media Planning

MBAAPR307 Summer Internship Project

MBAAPR 308 Comprehensive Viva



Chairperson  
Board of Studies

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore



Registrar

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore