



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

MBA (MEDIA MANAGEMENT) 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
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

MMM302 Media Planning

MBAIEM307 Advertising Management

MMM303 New Media and Digital Marketing

MMM304 Media Production

MMM305 Entrepreneurship

MMM307 Summer Internship Project

MMM308 Comprehensive Viva

Chairperson
Board of Studies

Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore

Registrar

Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore