

SVKM's
USHA PRAVIN GANDHI COLLEGE OF ARTS, SCIENCE & COMMERCE
TIME TABLE FOR THE ACADEMIC YEAR 2022-2023

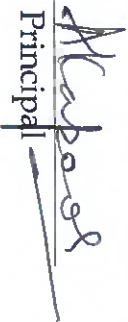
Name : M.A. (Entertainment Media & Advertising) Semester – III (Specialization: Advertising & Marketing) Room No. - D

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
I	11.30 am to 1.30 pm	-----	-----	-----	-----	Strategic Brand Management (Dr. Yatindra Ingole)
B R E A K						
II	02.00 pm to 4.00 pm	-----	-----	-----	-----	Media & Consumer Behaviour (Prof. Mayur Sarfare)
B R E A K						
III	05.00 pm to 07.00 pm	-----	-----	Advertising Agency Structure & Management (Prof. Ashish Mehta)	Media Planning and Buying (Dr. Navita Kulkarni)	Account Planning & Media Business (Prof. Nikita Nadkarni)

Course Coordinator


9/7/22

Principal



SVKM's
USHA PRAVIN GANDHI COLLEGE OF ARTS, SCIENCE & COMMERCE
TIME TABLE FOR THE ACADEMIC YEAR 2022-2023

Name : M.A. (Entertainment Media & Advertising) Semester – III (Specialization Film & TV) Room No. - C

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
I	09.30 am to 11.30 pm	-----	-----	-----	-----	Television & Radio Production & Program. (Prof. Geeta Sharma)
B R E A K						
II	12.00 pm to 2.00 pm	-----	-----	-----	-----	Film Production & Content pipeline (Dr. Mayur Vyas)
B R E A K						
III	05.00 pm to 07.00 pm	-----	-----	Broadcast Business Management (Prof. Rashmi Gahlowt)	An Orientation to New Media Technologies (Prof. Abhijeet Kini)	Film Distribution and Marketing (Prof. Rubina Mohammad)

Course Coordinator

Principal