

TYBMM (ADVT.)

w.e.f. 06/06/2016

ST. XAVIER'S COLLEGE, MUMBAI

T.Y.B.M.M.-Advt.(Sem-V) TIME TABLE 2016-17

Day / Time	8.00 a.m. 8.50 a.m.	8.50 a.m. 9.40 a.m.	9.40 a.m. 10.30 a.m.	10.30 a.m. 11.20 a.m.	11.20 a.m. 12.10 p.m.	12.10 p.m. 1.00 p.m.	1.00 p.m. 2.40 p.m.
Monday	ACS Perrie	ACS Perrie		CB Neelam	CB Neelam		
Tuesday	MPB Haniff	MPB Haniff		AD Aloysius	AD Aloysius		
Wednesday	ACS Perrie	ACS Perrie		BB Perrie	BB Perrie		
Thursday	BB Perrie	BB Perrie		AD Aloysius	AD Aloysius		
Friday	MPB Haniff	MPB Haniff		CB Neelam	CB Neelam		
Saturday		COPY Francis		COPY Francis	COPY Francis	COPY Francis	

N.B. : Lectures will be held in L.R. 62 Hostel Building

<u>SUBJECT NAME WITH CODE</u>	<u>FACULTY</u>
A.BMM.5.01 Advertising for International Mkts & Contemporary Soc.	Prof. Perrie
A.BMM.5.02 Copywriting	Prof. Francis
A.BMM.5.03 Consumer Behaviour	Prof. Neelam Shetty
A.BMM.5.04 Media Planning & Buying	Prof. Haniff/ Ms. Divya
A.BMM.5.05 Brand Building	Prof. Perrie
A.BMM.5.06 Advertising Design	Prof. Aloysius