

Programme: B.Com.(Advertising & Marketing)

Course Curriculum based on Choice Based Credit System (CBCS)

<u>Sem</u>	<u>Course Code</u>	<u>Title of the Course</u>	<u>Marks</u>	<u>Credits (Th/Pr)</u>
<i>I</i>	<i>ADMCC101</i>	<i>Marketing Management</i>	<i>100</i>	<i>5+1</i>
	<i>ADMCC102</i>	<i>Integrated Marketing Communication</i>	<i>100</i>	<i>5+1</i>
	<i>ENGAEC01</i>	<i>English Communication</i>	<i>100</i>	<i>2</i>
	<i>ADMGE01</i>	<i>Financial Accounting</i>	<i>100</i>	<i>5+1</i>
<i>II</i>	<i>ADMCC203</i>	<i>Media Management & Digital Marketing</i>	<i>100</i>	<i>5+1</i>
	<i>ADMCC204</i>	<i>Retail Marketing</i>	<i>100</i>	<i>5+1</i>
	<i>EVSaec01</i>	<i>Environmental Science</i>	<i>100</i>	<i>2</i>
	<i>ADMGE02</i>	<i>Cost & Management Accounting</i>	<i>100</i>	<i>5+1</i>
<i>III</i>	<i>ADMCC305</i>	<i>Consumer Behavior</i>	<i>100</i>	<i>5+1</i>
	<i>ADMCC306</i>	<i>Event Management</i>	<i>100</i>	<i>5+1</i>
	<i>ADMCC307</i>	<i>International Marketing</i>	<i>100</i>	<i>5+1</i>
	<i>ADMSEC01</i>	<i>Research Methodology & Quantitative Technique</i>	<i>100</i>	<i>2</i>
	<i>ADMGE03</i>	<i>Principle & Practice of Management</i>	<i>100</i>	<i>5+1</i>
<i>IV</i>	<i>ADMCC408</i>	<i>Leisure & Tourism Marketing</i>	<i>100</i>	<i>5+1</i>
	<i>ADMCC409</i>	<i>Service Marketing</i>	<i>100</i>	<i>5+1</i>
	<i>ADMCC410</i>	<i>Sales Management</i>	<i>100</i>	<i>5+1</i>
	<i>ADMSEC02</i>	<i>Business Economics</i>	<i>100</i>	<i>2</i>
	<i>ADMGE04</i>	<i>Banking & Insurance Marketing</i>	<i>100</i>	<i>5+1</i>
<i>V</i>	<i>ADMCC511</i>	<i>Product & Brand Management</i>	<i>100</i>	<i>5+1</i>
	<i>ADMCC512</i>	<i>Rural Marketing</i>	<i>100</i>	<i>5+1</i>
	<i>ADMdSE-1</i>	<i>Computer Application in Ad & Marketing</i>	<i>100</i>	<i>5+1</i>
	<i>ADMdSE-2</i>	<i>Customer Relationship Management</i>	<i>100</i>	<i>5+1</i>
<i>VI</i>	<i>ADMCC613</i>	<i>Logistic & Supply Chain Management</i>	<i>100</i>	<i>5+1</i>
	<i>ADMCC614</i>	<i>Marketing & Media Laws</i>	<i>100</i>	<i>5+1</i>
	<i>ADMdSE-3</i>	<i>Entrepreneurship Development Programme</i>	<i>100</i>	<i>5+1</i>
	<i>ADMdSE-4</i>	<i>Project & Viva voce</i>	<i>100</i>	<i>5+1</i>

- ❖ **1 Credit =15 Learning Hours**
- ❖ **Total Academic Credit of the Programme: 140**
- ❖ **Total Non Academic Credit of the Programme: 1**
- ❖ **Total Credit of the Programme: 141**
- ❖ **Th-Theory, Pr-Practical**