

S.S.T. COLLEGE OF ARTS & COMMERCE ULHASNAGAR - 4

REGULAR EXAMINATION TIME - TABLE (SUMMER - 2023)

TYBAMMC (CBSC) (R-2019-20) SEM- VI

EXAM TIME : 02:30 PM TO 05:00 PM

Date / Class	TYBAMMC (JOURNALISM)	TYBAMMC (ADVERTISING)
30/05/2023	DIGITAL MEDIA (55321)	DIGITAL MEDIA (55331)
31/05/2023	CONTEMPORARY ISSUES (55322)	ADVERTISING IN CONTEMPORARY SOCIETY (55332)
01/06/2023	LIFESTYLE JOURNALISM (55323)	BRAND MANAGEMENT (55333)
02/06/2023	-----	MEDIA PLANNING & BUYING (55334)
05/06/2023	MAGAZINE JOURNALISM (55325)	ADVERTISING & SALES PROMOTION (55335)
09/06/2023	TELEVISION JOURNALISM (55329)	-----

**SD/-
CHAIRPERSON
EXAMINATION COMMITTEE**

S.S.T. COLLEGE OF ARTS & COMMERCE ULHASNAGAR - 4

REGULAR EXAMINATION TIME - TABLE (SUMMER - 2023)

TYBMM (CBSGS) (75:25) (R-2017) SEM- VI

EXAM TIME : 02:30 PM TO 05:00 PM

Date / Class	TYBMM (ADVERTISING)	TYBMM (JOURNALISM)
30/05/2023	MARKETING RESEARCH (55601)	PRESS LAWS & ETHICS (55602)
31/05/2023	LEGAL ENVIRONMENT & ADVERTISING ETHICS (55603)	BROADCAST JOURNALISM (55604)
01/06/2023	FINANCIAL MANAGEMENT FOR MARKETING & ADVERTISING (55605)	BUSINESS & MAGAZINE JOURNALISM (55606)
02/06/2023	DIGITAL MEDIA (55613)	DIGITAL MEDIA (55614)
05/06/2023	AGENCY MANAGEMENT (55607)	ISSUES OF GLOBAL MEDIA (55608)
06/06/2023	THE PRINCIPLES & PRACTICE OF DIRECT MARKETING (55609)	NEWS MEDIA MANAGEMENT (55610)
07/06/2023	CONTEMPORARY ISSUES (55611)	CONTEMPORARY ISSUES (55612)

**SD/-
CHAIRPERSON
EXAMINATION COMMITTEE**