



VIVEK EDUCATION SOCIETY'S VIVEK COLLEGE OF COMMERCE

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PERMANENTLY AFFILIATED TO UNIVERSITY OF MUMBAI, ACCREDITED BY NAAC

Date: 07 December 2020

BMM (MASS MEDIA)

TIME TABLE FOR REGULAR & ATKT EXAMS SEM 5, DECEMBER 2020

DATE	DAY	TIME	BMM
16 December 2020	Wednesday	1.00 pm – 2.00 pm	ADVERTISING IN CONTEMPORARY SOCIETY
17 December 2020	Thursday	1.00 pm – 2.00 pm	COPYWRITING
18 December 2020	Friday	1.00 pm – 2.00 pm	CONSUMER BEHAVIOUR
19 December 2020	Saturday	1.00 pm – 2.00 pm	MEDIA PLANNING AND BUYING
21 December 2020	Monday	1.00 pm – 2.00 pm	BRAND BUILDING

Dr. Vijetha Shetty
Principal
Vivek College of Commerce

