

Deptt. of Advertising & Brand Management

CREDIT TEMPLATE (2009-10)

B.Com Pass course

Semester I

S. No.	Paper Code	Paper Title	Type of Paper (Theory, Practical Project, Seminar)	Contact Hours		Credits	Max. Marks	Min. Marks
				Per Sem	Per week			
1.	ABM 101	Fundamentals of Advertising-I	Theory	45	03	03	100	36
2.	ABM 102	Fundamentals of Branding	Theory	45	03	03	100	36
3.	ABM 103	Graphic Designing-I	Practical	60	04	02	100	36

Semester II

S. No.	Paper Code	Paper Title	Type of Paper (Theory, Practical Project, Seminar)	Contact Hours		Credits	Max. Marks	Min. Marks
				Per Sem	Per week			
1.	ABM 201	Fundamentals of Advertising-II	Theory	45	03	03	100	36
2.	ABM 202	Laws of Branding	Theory	45	03	03	100	36
3.	ABM 203	Graphic Designing-II	Practical	60	04	02	100	36

Semester III

S. No.	Paper Code	Paper Title	Type of Paper (Theory, Practical Project, Seminar)	Contact Hours		Credits	Max. Marks	Min. Marks
				Per Sem	Per week			
1.	ABM 301	Advertising Media & Media Planning	Theory	45	03	03	100	36
2.	ABM 302	Brand Positioning	Theory	45	03	03	100	36
3.	ABM 303	Graphic Designing-III	Practical	60	04	02	100	36

Semester IV

S. No.	Paper Code	Paper Title	Type of Paper (Theory, Practical Project, Seminar)	Contact Hours		Credits	Max. Marks	Min. Marks
				Per Sem.	Per week			
1.	ABM 401	Advertising Management	Theory	45	03	03	100	36
2.	ABM 402	Brand Identity & Valuation	Theory	45	03	03	100	36
3.	ABM 403	Graphic Designing-IV	Practical	60	04	02	100	36

Semester V

S. No.	Paper Code	Paper Title	Type of Paper (Theory, Practical Project, Seminar)	Contact Hours		Credits	Max. Marks	Min. Marks
				Per Sem	Per week			
1.	ABM 501	Creative Advertising-I	Theory	45	03	03	100	36
2.	ABM 502	Brand Management	Theory	45	03	03	100	36
3.	ABM 503	Graphic Designing-V	Practical	60	04	02	100	36

Semester VI

S. No.	Paper Code	Paper Title	Type of Paper (Theory, Practical Project, Seminar)	Contact Hours		Credits	Max. Marks	Min. Marks
				Per Sem	Per week			
1.	ABM 601	Creative Advertising-II	Theory	45	03	03	100	36
2.	ABM 602	Brand Equity	Theory	45	03	03	100	36
3.	ABM 603	Graphic Designing-VI	Practical	60	04	02	100	36