

**Scheme of Examination for Master of Advertising Management  
Part –I**

S.No.	Subject	Paper	Sessional	Marks for passing	Total Marks
1	Principals and practices of Marketing and Advertising Management	80	20	50	100
2	Quantitative techniques & Business Statistics	80	20	50	100
3	Mass Communication & Public Relation Management	80	20	50	100
4	Computer Application Graphics & Animation	80	20	50	100
5	Commercial Designing & Audio Visual production	80	20	50	100
6	Brand Management & HRM	80	20	50	100
7	Financial Management & Cost Account	80	20	50	100
8	Practical	100	---	50	100
9	Practical	100	----	50	100
10	Project	100	-----	50	100
TOTAL		860	140		1000

**Scheme of Examination for Master of Advertising Management  
Part –II**

S.No.	Subject	Paper	Sessional	Marks for passing	Total Marks
1	Media planning & Market Research	80	20	50	100
2	Creative Writing	80	20	50	100
3	Consumer & Organizational Behavior	80	20	50	100
4	Advertising Agency Management	80	20	50	100
5	Business Communication & Corporate Communication	80	20	50	100
6	Direct Marketing & Cyber Advertising	80	20	50	100
7	Advertising Ethics & Laws	80	20	50	100
8	Practical	100	---	50	100
9	Practical	100	----	50	100
10	Project	100	-----	50	100
<b>TOTAL</b>		<b>860</b>	<b>140</b>		<b>1000</b>