

**MAEMA - Advertising and Marketing Communication - SEM 3**

<b>Subject</b>	<b>Date</b>	<b>Time</b>
Account Planning & Media Business	12-1-2021	11 am to 12 pm
Media & Consumer Behavior	13-1-2021	11 am to 12 pm
Strategic Brand Management	14-1-2021	11 am to 12 pm
Advertising agency structure and managem	15-1-2021	11 am to 12 pm
Media planning and buying	16-1-2021	11 am to 12 pm