

**BAMMC(BMM) ATKT External to be held in DEC - 2021****Time table for Theory ATKT External to be held in DEC - 2021**

<b>Date</b>	<b>Semester VI</b>	<b>Subject Name BMM OLD - Advertisiing</b>	<b>Subject Name BMM OLD - Journalism</b>	<b>Timing</b>
7-Dec-21	Tuesday	Principles and practice of Direct Marketing	Broadcast Journalism	3.00 PM TO 4.00 PM
8-Dec-21	Wednesday	Agency Management	News Media Management	3.00 PM TO 4.00 PM
9-Dec-21	Thursday	Advertising and Marketing Research	Business and Magazine Journalism	3.00 PM TO 4.00 PM
10-Dec-21	Friday	Digital Media	Digital Media	3.00 PM TO 4.00 PM
11-Dec-21	Saturday	Contemporary Issues	Contemporary Issues	3.00 PM TO 4.00 PM
13-Dec-21	Monday	Legal Environment and Advertising Ethics	Internet issues and global media	3.00 PM TO 4.00 PM
14-Dec-21	Tuesday	Financial Management for Marketing & Advertising	Press Laws and ethics	3.00 PM TO 4.00 PM