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**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**M.A in Mass Communication/ Advertising and PR/ Photography**  
**EXAMINATION: JANUARY - 2021**

**TIME TABLE**

**Theory Examination**

	<b>Semester - III</b> (Time: - 10.00 am to 12.00 noon)		<b>Semester - I</b> (Time: - 2.00 pm to 4.00 pm)	
<b>Day &amp; Date</b>	<b>Subject</b>	<b>Code</b>	<b>Subject</b>	<b>Code</b>
Friday 15/1/2021	Photo Journalism	MAMC18-301	Film Appreciation	MAMC18-104/MADPR18-104/MAPH18-104
	Copy Writing & Advertisement for Print	MADPR8-301		
Saturday 16/1/2021	Media Planning & Web Marketing	MAMC18-302	-----	-----
	Writing & Advertising Production TV, Radio Internet	MADPR8-302		
Monday 18/1/2021	Advertising & Public Relations	MAMC18-303	-----	-----
	Advertising Appeals	MADPR8-303		
Tuesday 19/1/2021	National & International News	MAMC18-304	-----	-----
	Glamour of Advertising	MADPR8-304		
Wednesday 20/1/2021	Broadcast Journalism	MAMC18-305	-----	-----
	Role of PR & PR Tools	MADPR8-305		
Thursday 21/1/2021	Entrepreneurship Development (Time 10:00 am to 11:00 pm)	MAMC18-306/MADPR18-306/MAPH18-307	-----	-----
	Indological Studies (Time 10:00 am to 11:00 pm)	MAMC18-307/MADPR18-307/MAPH18-306		

	<b>Semester - II</b> <b>(Time: - 10.00 am to 12.00 noon)</b>	
<b>Day &amp; Date</b>	<b>Subject</b>	<b>Code</b>
Friday 22/1/2021	Fundamentals of Advertising	MADPR18-201
	New Media	MAMC18-201
Saturday 23/1/2021	Print Journalism	MAMC18-202
	Business of Advertising & Types of Ad	MADPR18-202
Monday 25/1/2021	Media Selection & Planning	MADPR18-203
	Feature Writing	MAMC18-203
Wednesday 27/1/2021	Video Production	MAMC18-204
	Creativity in advertising	MADPR18-204
Thursday 28/1/2021	Development Communication	MAMC18-205
	PR Concepts & Functions	MADPR18-205
Friday 29/1/2021	Travel & Tourism <b>(Time: 10:00 am to 11:00 pm)</b>	MAMC18-206/MADPR18-206/ MAPH18-206

**Time Table Applicable for 2018-19 and 2019-2020 Batch**

**Pune - 411037.**

**Date: 15/12/2020**

**Acting Registrar**