



# TILAK MAHARASHTRA VIDYAPEETH, PUNE

M.A (MASS COMMUNICATION) 257

**THEORY EXAMINATION: DECEMBER - 2023**

## TIME TABLE

(Batch – 2020-21) Theory Examination)

Day & Date	Semester – III (Time: - 10.00 am to 12.00 pm)	
	Subject	Code
Tuesday 12/12/2023	Photojournalism	MAMC 18-301
Wednesday 13/12/2023	Media Planning and Web Marketing	MAMC 18-302
Thursday 14/12/2023	Advertising and Public Relations	MAMC 18-303
Friday 15/12/2023	National and International News	MAMC 18-304
Monday 18/12/2023	Broadcast Journalism	MAMC 18-305
Tuesday 19/12/2023	Entrepreneurship Development (10:00 am to 11:00 am)	MAMC 18-306

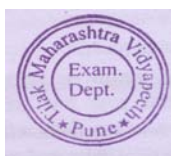
**Examination Center: Tilak Maharashtra Vidyapeeth, Mukundnagar, Gultekdi, Pune-37**

### INSTRUCTIONS:

- Examination centre once selected cannot be changed in any circumstances.
- For Repeaters - Repeaters should appear for their backlogs as per the time - table of that particular paper/s. For backlog papers seat no. will be the same.
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- Separate passing is essential for both Internal Assessment and Annual Examination (External Assessment.)
- Warning against Mal - practices: Vidyapeeth authorities are empowered to take strict action against any kind of mal-practices at the time of examination. Police action may also be taken under the Maharashtra Prevention of Mal - practices at Vidyapeeth, Board and other Specified Examinations Act 1982.
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Pune - 411 037.

Date: 14/10/2023



Acting Registrar



**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**M.A (MASS COMMUNICATION) 257**  
**MAMC (ADVERTISING & PR) 364**  
**MAMC (PHOTOGRAPHY) 363**  
**THEORY EXAMINATION: DECEMBER- 2023**

**TIME TABLE**  
**(Batch –2022-2023) Theory Examination)**

<b>Semester - III</b> (Time: - 10.00 am to 12.00 pm)		
Day & Date	Subject	Code
Tuesday 12/12/2023	Communication for Development & Social change	MAMC 22-301
	Government and Public Service Communication	MADPR 22-301
	Editing for Media	MAPH 22-301
Wednesday 13/12/2023	Political & International Communication	MAMC 22-302
	Advance Public Relations Writing	MADPR 22-302
	Photojournalism	MAPH 22-302
Thursday 14/12/2023	Data Journalism (Time: 10 am to 11am)	MAMC 22-303
	Corporate Communication	MADPR 22-303
	E-Commerce Photography	MAPH 22-303
Friday 15/12/2023	Magazine Production (Time: 10 am to 11am)	MAMC 22-304
	Brand Management	MADPR 22-304
	Wildlife Photography	MAPH 22-304
Monday 18/12/2023	Advance Reporting	MAMC 22-305
	PR Campaign	MADPR 22-305
Tuesday 19/12/2023	<i>Research Methodology</i>	<i>MAMC 22-306/MAPH 22-305</i>
Wednesday 20/12/2023	<i>Event Management</i>	<i>MAMC 22-307/MADPR 22-306/MAPH 22-306</i>

<b>Semester - I</b> (Time: - 10.00 am to 12.00 pm)			<b>Semester - II</b> (Time: - 2.00 pm to 4.00 pm)	
Day & Date	Subject	Code	Subject	Code
Thursday 21/12/2023	Communication Theory & Practices	MADPR 22-101	Creative Communication-Design Concepts & Process	MADPR 22-202
Friday 22/12/2023	Video Production	MADPR 22-103	Media Selection & Planning	MADPR 22-203
Saturday 23/12/2023	-----	-----	Marketing Research for Advertising & PR	MADPR 22-204
Tuesday 26/12/2023	-----	-----	Business of Advertising	MADPR 22-205

**Examination Center: Tilak Maharashtra Vidyapeeth, Mukundnagar, Gultekdi, Pune-37**

**P.T.O.**

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**Pune- 411 037.**

**Date: 14/10/2023**



**Acting Registrar**



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**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**M.A (MASS COMMUNICATION) (257)**  
**MAMC (ADVERTISING & PR) (364)**

**EXAMINATION: JANUARY - 2024**

**TIME TABLE**  
**(Batch 2023-2024) Theory Examination**

<b>SEMESTER – I</b> <b>Time: 10:00 am to 12:00 pm</b>		
<b>Day/Date</b>	<b>Subject</b>	<b>Code</b>
Tuesday 16/1/2024	<i>Communication Theory &amp; Practices</i>	<i>MADPR 22-101/ MAMC 22-101</i>
Wednesday 17/1/2024	<i>Public Relations: Principles and Practices</i>	<i>MADPR 22-102/ MAMC 22-102</i>
Thursday 18/1/2024	<i>Video Production</i>	<i>MADPR 22-103/ MAMC 22-103</i>
Friday 19/1/2024	<i>Media Laws &amp; ethics</i>	<i>MADPR 22-104/ MAMC 22-104</i>
Monday 22/1/2024	Integrated Marketing Communication	MADPR 22-105
	New Media	MAMC 22-105
Tuesday 23/1/2024	<i>Advertising: Principles, Concept and Management</i>	<i>MADPR 22-106/ MAMC 22-106</i>

**Examination Center: Tilak Maharashtra Vidyapeeth, Mukundnagar, Gultekdi, Pune -37.**

**P.T.O**

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