

SOPHIA COLLEGE, MUMBAI (AUTONOMOUS)
TYBMM SEMESTER - V | EXAM TIMETABLE
OCTOBER 2021

TIME	CLASS	DATE AND EXAM								
		WEDNESDAY, OCT 13	THURSDAY, OCT 14	SATURDAY, OCT 16	MONDAY, OCT 18	WEDNESDAY, OCT 20	THURSDAY, OCT 21	FRIDAY, OCT 22	SATURDAY, OCT 23	MONDAY, OCT 25
3:00 - 5:00 PM	TYBMM ADVERTISING	Media Planning and Buying		Brand Building	Legal Environment and Advertising Ethics		Copywriting		Advertising in Contemporary Society	Consumer Behaviour
3:00 PM - 5:00 PM	TYBMM JOURNALISM	Reporting Component - I (3:00 -- 4:30 PM)	Reporting Component - II (24 HOURS)	Editing	Issues in the Global Media	Feature and Opinion	Reporting Component - III (12 HOURS)		Indian Regional Journalism	Journalism and Public Opinion

N.B.: IN CASE OF UNFORESEEN CIRCUMSTANCES THE DATE/S OF THE EXAMS MAY BE REVISED

N.B.: Those who are absent or do not clear the exam will have to appear for the **Additional / SEE**, the schedule for which will be announced after the exams



Dr. Yasmin Khan
Controller of Examinations



Dr. (Sr.) A. Amritmahal
Principal

Date: September 9, 2021