



HSNC University, Mumbai

D.M. Harish Building, 47, Dr. R. G. Thadani Marg, Worli, Mumbai - 400 018.

PA2324A3403

EXAMINATION TIMETABLE – ATKT

MASTER OF ARTS: ENTERTAINMENT, MEDIA & ADVERTISING (A & M): SEMESTER III

DAY	DATE	TIME	SUBJECT CODE	PAPER NAME
Wednesday	06.03.2024	8.30 am to 10.30 am	MAEMA (A&M)301	Account Planning & Media Business
Thursday	07.03.2024	8.30 am to 10.30 am	MAEMA (A&M) 302	Media & Consumer Behaviour
Saturday	09.03.2024	8.30 am to 10.30 am	MAEMA (A&M) 303	Strategic Brand Management
Monday	11.03.2024	8.30 am to 10.30 am	MAEMA (A&M) 304	Advertising Agency Structure & Management
Tuesday	12.03.2024	8.30 am to 10.30 am	MAEMA (A&M)) 305	Media Planning and Buying

Note: Date and Timing are subject to change if any exigency arises.

Dr. Jayesh Joglekar

Director

Board of Examinations & Evaluation