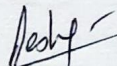
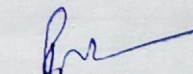


**ATHARVA INSTITUTE OF FILM AND TELEVISION**  
**(Division of Atharva College of Hotel Management & Catering Technology)**  
**TIME TABLE FOR THE ACADEMIC YEAR 2023-2024**

<b>Course: T. Y. BAMMC-Advertising</b>		<b>Batch: 2021-2024</b>		<b>Semester-5</b>		<b>Timings: 09:00 AM-01:30 PM</b>	
<b>Class Teacher: Ms. Geeta Nair</b>				<b>Classroom No: 6th Floor- Acting Room</b>			
<b>Day/Time</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>		
09:00 AM-10:00 AM	Documentary & Ad Film Making (BT)	Documentary & Ad Film Making (BT)	Documentary & Ad Film Making (BT)	Copywriting (SD)	Brand Building (SJ)		
10:00 AM-11:00 AM	Social Media Marketing (AD)	Social Media Marketing (AD)	Copywriting (SD)	Copywriting (SD)	Social Media Marketing (AD)		
11:00 AM-11:30 AM	BREAK						
11:30 PM-12:30 PM	Advertising & Marketing Research (SD)	Brand Building (SJ)	Brand Building (SJ)	CES	Advertising & Marketing Research (SD)		
12:30 PM-01:30 PM	Advertising & Marketing Research (SD)	Direct Marketing & E-Commerce (VP)	Direct Marketing & E-Commerce (VP)	Documentary Screening Session	Direct Marketing & E-Commerce (VP)		
			2 PM-4PM: Training & Grooming Sessions- Mr. Harry Bhatia				
<b>SUBJECT</b>				<b>NAME OF FACULTY</b>			
Documentary & Ad Film Making				Prof. Bhushan Tambe (BT)			
Copywriting				Prof. Saurabh Deshpande (SD)			
Advertising & Marketing Research				Prof. Saurabh Deshpande (SD)			
Brand Building				Prof. Shivani Joshi (SJ)			
Social Media Marketing				Prof. Aditi Surve (AD)			
Direct Marketing & E-Commerce				Prof. Varun Phadke (VP)			

\***Note:** Changes are subject to the availability of the Classroom and Faculty. Extra Practical Sessions/Guest Sessions will be arranged on Saturday's.

  
HOD

  
PRINCIPAL

