

S K Somaiya College of Arts, Science and Commerce

Vidyavihar, Mumbai 400077.

Winter Session 2021-M.A. (with Credits) - Regular-Rev16 - Entertainment, Media and Advertising-M.A. Part I-Sem II [4000622]

Course Code	Name of the course	Date	Time
PAEMA 205	Introduction to Media Research	10 – 01 - 2022	02:00 pm – 3:00 pm
PAEMA 206	Integrated Media Marketing	11 – 01 - 2022	02:00 pm – 3:00 pm
PAEMA 207	Media Finance and Accounting	12 – 01 - 2022	02:00 pm – 3:00 pm
PAEMA 208	Entrepreneurship, Innovation & Media Laws	13 – 01 - 2022	02:00 pm – 3:00 pm

Sd/-

I/C Principal,

S K Somaiya College of Arts, Science and Commerce