



Laxmi Charitable Trust's
Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce
Dr. S. Radhakrisnan Marg, Andheri (East) Mumbai 400 069



No. MVLU/Exam/81/23-24
Date: 6th October, 2023

Notice
Time Table for

TYBAMMC SEM-VI ATKT Internal Exam October-2023

SR.NO.	SUBJECT	INTERNAL ASSESSMENT
1.	MEDIA PLANNING AND BUYING	<p>Every student must submit a media plan for a local television channel & Newspaper along with the rate; and detailed media scheduling for any product of their choice.</p> <p>Budget and city will be provided by the faculty.</p> <p>Kindly follow lectures for in-depth of the entire project.</p> <p>SUBMISSION FORMAT- PPT</p> <p>SUBMISSION DATE - 23/10/2023 (Monday) 10:00 am</p>
2.	ADVERTISING & SALES PROMOTION	<p>MCQ test based on Theory And Concepts</p> <p>Platform - Google Form.</p> <p>SUBMISSION DATE - 25/10/2023 (Wednesday) 10:00 am</p>
3.	RETAILING & MERCHANDISING	<p>Design a window display of any of your favorite brands. The software used can be photoshop or corel draw. Students can make their displays unique by choosing any festive theme as well (optional)</p> <p>Submission Format- CDR or PSD File</p> <p>SUBMISSION DATE - 26/10/2023 (Thursday) 10:00 am</p>
4.	DIGITAL MEDIA	<p>Live Internship Project.</p> <p>It can be paid/ unpaid depending upon the student's choice.</p> <p>Students need to do internships in digital marketing organizations or agencies / handle the digital side of any particular brand/startup. The internship duration needs to be for a minimum of one month.</p> <p>Students need to submit the LETTER of APPOINTMENT AND LETTER OF SUCCESSFULLY COMPLETION OF INTERNSHIPS as a part of the internals</p> <p>To pass in DIGITAL MEDIA, students need to submit-</p> <ol style="list-style-type: none">1. LETTER of APPOINTMENT2. LETTER OF SUCCESSFULLY COMPLETION OF INTERNSHIPS (Both must be original and verified with initials.)3. PPT <p>(In PPT, students need to summarize their internship in detail- Organization or Agency name, designation, brands handled/ tasks performed, images, experiences, workflow, etc.</p> <p>Letter of Appointment and Completion letter must also be uploaded</p>



		<p>in the end slides of PPT. PPT must have at least 15 slides and not more than 25 slides excluding the letters.) SUBMISSION FORMAT- PPT, HARD COPY OF THE LETTERS ISSUED BY THE ORGANIZATION- Dated, Signed and stamped by the company worked for. SUBMISSION DATE - 27/10/2023 (Friday) 10:00am</p>
5.	BRAND MANAGEMENT	<p>Students need to Rebrand or Revitalize a well-known brand or global brand. Kindly follow lectures for in-depth of the entire practical project. SUBMISSION FORMAT- PPT SUBMISSION DATE - 28/10/2023 (Saturday) 10:00am</p>
6.	ADVERTISING DESIGN	<p>Scrapbook Part-1 Collect 5 ads for each of the Ad-design Elements (30 ads total) i.e. Point, Line, Shape, Space, Texture, and Colour. • Explain each ad in 3-4 lines and justify why a particular ad comes under one of the above-mentioned Layouts. Part-2 Collect 3 ads for each for all the different Graphic Design layouts (30 ads total) i.e. Mondrian, Multi-Panel, Circus, Silhouette, Big type, Alphabet Design, Copy heavy, Picture window, Rebus, and Frame Layouts. • Explain each ad in 3-4 lines and justify why a particular ad comes under one of the above-mentioned Layouts.</p> <p>Drawing book: The exercise in the book is based on various design principles such as harmony, contrast, illusions, etc. & to carry out rough layout & rough designs for a new logo. This also comprises idea generation & a rough storyboard.</p> <p>Final campaign: Creative brief & finalized layouts for press & print media that will follow Synergy. Students need to start a campaign on approval of the creative brief SUBMISSION DATE - 30/10/2023 (Monday) 10:00am</p>



H.O.D BMM/BAMMC



EXAM IN-CHARGE



IN-CHARGE PRINCIPAL

CC: I/C Principal
Office
Exam Committee
BAMMC Dept.

