

MAHATMA EDUCATION SOCIETY'S			
PILLAI COLLEGE OF ARTS, COMMERCE & SCIENCE (AUTONOMOUS), NEW PANVEL			
TIME TABLE			
PCACS/EC/CAI/TT/2024-2025/T1			
Academic Year 2024-25			
CONTINUOUS ASSESSMENT I, AUGUST 2024			
F.Y.B.B.A (Digital Marketing) (SEM. I)			
TIME : 8:00 To 8:40 am			
DATE	DAY	COURSE CODE	SUBJECT
21.08.24	WEDNESDAY	PUCDM101	DIGITAL MARKETING LANDSCAPE
22.08.24	THURSDAY	PUCDM102	MARKETING FUNDAMENTALS
23.08.24	FRIDAY	PUCDM103	DIGITAL BUSINESS TOOLS & TECHNIQUES
S.Y.B.B.A (Digital Marketing) (SEM. III)			
TIME : 9:30 to 10:10 am			
DATE	DAY	COURSE CODE	SUBJECT
21.08.24	WEDNESDAY	PUCDM301	SOCIAL MEDIA MANAGEMENT
22.08.24	THURSDAY	PUCDM302	CONTENT STRATEGY & CAMPAIGN
23.08.24	FRIDAY	PUCDM303	MARKETING RESEARCH
24.08.24	SATURDAY	PUCDM304	DIGITAL ADVERTISING

M. Raj

Examination Committee