

BAMMC - SEM V

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1.	Copywriting	
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	2.Writing For Advertising : Brief	Click Here
	3.Current Advertising Campaigns	Click Here
	4.Media And Audiences: Writing Copy For Various Audience	Click Here
	5.Writing Copies, Appeals, Execution Styles And Evaluation	Click Here
2.	Direct Marketing And E-Commerce	
	1.Introduction Direct Marketing And Integrated Marketing	Click Here
	2.Database Management ,Marketing, Marketing Strategies & Ltv Slums	Click Here
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	4.Paying, Security In E- Commerce, Integration Dm & Social Media	Click Here
3.	Agency Management	
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4.	Consumer Behaviour	
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5.	Advertising And Marketing Research	
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	8.Brand Building Imperative	Click Here
	9.Brand Equity	Click Here