

## SEMESTER 8

No.	Code	Course	Total contact hours	Weekly hours	ECTS	Workload
1.	MM421	Advertisement Pricing Policy	60+30	4+2	8	240
2.	MM422	Media Marketing	45+15	3+1	6	180
3.	MM423	Trade Marketing	45+15	3+1	6	180
<b>One elective from following:</b>						
4.	MM424	B2B Brand Management	30+15	2+1	5	150
5.	HR421	Corporate Responsibility	30+15	2+1	5	150
6.	M421	Change management	30+15	2+1	5	150
<b>One course from University list</b>						
7.		Course form University list	30+15	2+1	5	150
<b>Total</b>			<b>300</b>	<b>20</b>	<b>30</b>	<b>900</b>