



S.I.W.S.
N.R. SWAMY COLLEGE OF COMMERCE & ECONOMICS AND
SMT. THIRUMALAI COLLEGE OF SCIENCE

7th March, 2022

ATKT EXAMINATION – MARCH 2022

F.Y.B.A.M.M.C. SEMESTER – 1

Timing: 4pm to 5pm

DATE	PARTICULARS
25th March, 2022	Foundation Course I
26th March, 2022	Visual Communication
28th March, 2022	Fundamentals of Mass Communication
29th March, 2022	Current Affairs
30th March, 2022	Effective Communication Skills – 1
31st March, 2022	History of Media

Ayyappan Iyer
Vice Principal

Dr. Usha Iyer
Principal



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ATKT EXAMINATION – MARCH 2022

S.Y.B.A.M.M.C. SEMESTER – III

TIMING: 1pm to 2pm

DATE	PARTICULARS
25th March, 2022	Corporate Communication & Public Relations
26th March, 2022	Media Studies
28th March, 2022	Introduction to Photography
29th March, 2022	Electronic Media I
30th March, 2022	Film Communication I
31st March, 2022	Computer Multimedia I

Ayyappan Iyer
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Principal



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ATKT EXAMINATION – MARCH 2022

T.Y.B.A.M.M.C. SEMESTER - V

Timing: 11am to 12pm

DATE	PARTICULARS
25th March, 2022	Advertising & Marketing Research
26th March, 2022	Copywriting
28th March, 2022	Brand Management
29th March, 2022	Agency Management
30th March, 2022	Consumer Behavior
31st March, 2022	Direct Marketing & E-Commerce

Ayyappan Iyer
Vice Principal

Dr. Usha Iyer
Principal