



**subjects to choose from:**

No.	Elective subjects 1-2	implementation in the semester
1	Effective Written Business Communication	3
2	The Creator Economy	3
3	Event Marketing	3

  

No.	Elective subjects 3-4	implementation in the semester
1	PR and Social Media Marketing	5
2	Sociology of Communication	5
3	Psychosocial Dimensions of Marketing	5