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Class	Semister	Subject	E-Book Link
TY BAMB	Sem-V	Introduction to Research	https://mu.ac.in/wp-content/uploads/2021/11/Research-Methodology-English-Version.pdf
		Advertising & Marketing	http://www.untag-smd.ac.id/files/Perpustakaan_Digital_1/ADVERTISING%20Advertising%20and%20Promotion%20Communicating%20Brands.pdf
		Consumer Behaviour	https://d1.islamhouse.com/data/en/ih_books/single/en_Consumer_Behavior.pdf
		Branding	https://lndr-landorcom-assets-prd.s3-us-west-2.amazonaws.com/app/uploads/2015/09/02174936/Essentials_Branding_9August101.pdf
		Media Planning & Scheduling	http://www.apcollege.in/wp-content/uploads/2015/10/Media-Planning-notes-17.pdf