



Netaji Subhas Open University

School of Humanities

Established By Act (W.B. Act (XIX) of 1997 and Recognized by U.G.C.)
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Website: www.wbnsou.ac.in

Memo no: SoH/D-23/131

Date: 17/08/2023

Offline PCP Schedule Notice

Programme : Advance Diploma in Journalism and Mass Communication (ADJMC) Batch :
January 2023

PCP Centre : Sarojini Naidu College (E-06) - 30, Jessore Road, K.B Sarani, Dum Dum,
Kolkata-700028

Paper 6 B (Advertising and Public Relations)

Date	Paper	Time (10:00 AM-1:00 PM)	1:30 PM-4:30 PM
20.08.2023	Paper 6B	Dr. Debjyoti Chanda Ad Definitions, Ad Agency, Brand Image	Amal Sarkar Public Relations, Working and Principles
27.08.2023	Paper 6B	Indrani Sarkar Media Planning, Ad Copy	Debabani Mukhopadhyay PR tools, Corporate Communication
03.09.2023	Paper 6B	Dr. Debasis Mondal Ad for radio, TV, Internet	Amal Sarkar Writing for PR

In case of any related queries, please feel free to mail to nsoujmc@gmail.com

L.S.C's Coordinators are requested to communicate the aforementioned schedule to learners in advance to ensure maximum attendance.

Sd/-

Prof. Manan Kumar Mandal
Director, School of Humanities

Arijit Ghosh
Asst. Prof. of JMC

Copy to:

- 1.. All concerned Coordinators, LSC, NSOU
2. The ITO, NSOU for uploading the Notice on the website
3. SOH office File, Durgapur