

# Netaji Subhas Open University

## School of Humanities

Established By Act (W.B. Act (XIX) of 1997 and Recognized by U.G.C.)  
DD-26, Sector-I, Salt Lake City, Kolkata-700064; Phone: 03340663214  
Durgapur Campus: Jawahar Lal Nehru Road, Burdwan,  
Dist: Paschim Burdwan. Pin- 713201 (Adjacent to Durgapur Govt. College  
Website: [www.wbnsou.ac.in](http://www.wbnsou.ac.in) ; E-Mail: nsou@wbnsou.ac.in  
Accredited by NAAC with grade 'A'



Memo No:SoH/D-22/32

Date: 29/06/2022


### Offline PCP Schedule Notice

**Programme** : Master of Arts in Journalism and Mass Communication (PGJM)  
**Batch** : January 2022 (Part I)  
**Paper** : 3A (Advertising) & 3B (Public Relations)  
**PCP Centre** : **NSOU Regional Campus, Durgapur**  
Mouz-Fuljhore, P.S. - New Town Jawahar Lal Nehru Road, Durgapur,  
Paschim Bardhaman -713214 (adjacent to Durgapur Govt. Degree  
College)

Date	10 AM-1 PM (Paper 3A)	1:30 PM -4:30 PM (Paper 3B)
03.07.2022	Module 1 (Advertising) <b>Dr. Benoy Hazra</b>	Module 1 (Public Relations) <b>Dr. Jayati Kumar</b>
17/07/2022	Module 2 (Brand Building & Brand Positioning) <b>Dr. Mugdha Sengupta</b>	Module 2 (Media Relations) <b>Dr. Mugdha Sengupta</b>
24/07/2022	Module 4 (Advertising Creativity & Writing) <b>Arijit Ghosh</b>	Module 3 (Corporate Communication) Unit 1-2 <b>Arijit Ghosh</b>
31/07/2022	Module 3 (Marketing Communication) <b>Dr. Jayati Kumar</b>	Module 3 (Corporate Communication) Unit 3-4 <b>Durba Manigram</b>
07/08/2022	Module 4 (Advertising Creativity & Writing) <b>Arijit Ghosh</b>	Module 4 (Corporate Social Responsibility) <b>Dr. Reema Roy</b>

In case of any related queries, please feel free to mail to [nsoujmc@gmail.com](mailto:nsoujmc@gmail.com)

Sd/-  
Professor Manan Kumar Mandal  
Professor of Bengali & Director  
School of Humanities, NSOU

  
Arijit Ghosh  
Assistant Professor, Dept. of J&MC

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