

NETAJI SUBHAS OPEN UNIVERSITY

School of Humanities

Established By Act (W.B. Act (XIX) of 1997 and Recognised by U.G.C.)

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Durgapur Campus: Mouz-Fuljhore, P.S.- New Town, Durgapur, Dist: Paschim Burdwan. Pin- 713201

(Adjacent to Durgapur Govt. College Campus).

Website: www.wbnsou.ac.in; Email: nsou@wbnsou.ac.in

Accredited by NAAC Grade 'A'



Memo No: SoH/D-22/34

Date: 13.07.2022

Offline PCP Schedule Notice

Programme : Master of Arts in Journalism and Mass Communication
Course Code : (PGJM)
Batch : January 2022 (Part I)
Paper : 3A – Advertising 3 B- Public Relations
PCP Centre : Sarojini Naidu College (E-06) - 30, Jessore Road, K.B Sarani, Dum Dum, Kolkata-700028

Date	10 AM-1 PM (Paper 3 B)	1:30 PM -4:30 PM (Paper 3A)
17/07/2022	Module -1 (Public Relations) Arijit Ghosh	Module -1 (Advertising) Dr. Pallav Mukhopadhyay, Asst. Prof.(Snr), WBSU
24/07/2022	Module -2 (Media Relations) Dr. Pallav Mukhopadhyay	Module 2- (Brand Building and Brand Positioning) Dr. Mugdha Sengupta, Assistant Professor (Snr), Burdwan University
31/07/2022	Module 3 (Corporate Communications) Unit 1-2 Arijit Ghosh	Module 3 (Marketing Communications) Dr. Abhishek Das, Assistant Professor, Jadavpur University
07/08/2022	Module 4 (Corporate Communications) Unit 3-4 Dr. Soumya Dutta, Assistant Professor, Loreto College	Module 4 (Advertising Creativity and Writing) Unit 1-2 Utsav Chatterjee, Assistant Professor, St. Xavier's College
14/08/2022	Module 4 (Corporate Social Responsibility) Dr. Debjyoti Chanda, HoD, RBU	Module 4 (Advertising Creativity and Writing) Unit 3-4 Arijit Ghosh

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

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

Sd/-
Arijit Ghosh
Assistant Professor, Dept. of J&MC

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