

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 ; E-Mail: nsou@wbnsou.ac.in
Accredited by NAAC with grade 'A'

Memo No: SoH/D-23/94

Date: 06/07/2023

Offline PCP Schedule Notice

Programme : Master of Arts in Journalism and Mass Communication (PGJM)
Batch : January 2023 (Part I)
Paper : 3A (Advertising) & 3B (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 3A)	1:30 PM -4:30 PM (Paper 3B)
09/07/2023	Module 1 Advertising Dr. Pallav Mukhopadhyay	Module -1 Public Relations Amal Sarkar
16/07/2023	Module 2 Brand Building Utsav Chatterjee	Module 1 Media Relations Arijit Ghosh
23/07/2023	Module 3 Marketing Communication Dr. Abhisek Das	Module 3 Corporate Communication Unit 1,2 Arijit Ghosh
30/07/2023	Module 3 Marketing Communication Dr. Abhisek Das	Module 3 Corporate Communication Unit 3,4 Arijit Ghosh
06/08/2023	Module 4 Advertising Creativity & Writing Dr. Pallav Mukhopadhyay	Module 4 Corporate Social Responsibility Dr. Debjyoti Chanda

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

Arijit Ghosh
Assistant Professor, Dept. of J&MC

Copy To :

1. Concerned PCP venues for convenient display on Notice Boards
2. The ITO, NSOU for website upload
3. All Faculty members, Dept. of J&MC, NSOU
4. SoH Office File