



Ref. No.: SoH/2/223(ii)

Date: 17.02.2016

PCP Routine

PCP: **Post Graduate Diploma In Public Relations and Advertising(PGDPR&AD)**
Paper **04**(July 2015 Batch)

Venue - Maharaja Manindra Chandra College
Shyambazar 20, Ramkanta Bose Street, Near HP Petrol Pump, Kolkata, West Bengal 700003

| Date | Time- 10:00am-1:00pm | 1:30pm-4:30pm |
|------------|---|--|
| 21.02.2016 | Shri Arijit Ghosh MEDIA RELATIONS- The need for effective Media Relations | Shri Debabani Mukhopadhyay How to obtain better Coverage – Tools and Techniques. |
| 28.02.2016 | Shri Arijit Ghosh NEWS RELEASE:- Features, Interviews, Fact sheets, Backgrounders, Media Conference | Shri Supriya Patra Media Briefing, Media kit- Its uses, Ready Reference Material- Photographs and their Uses. MEDIA TOURS:LETTERS TO THE EDITOR: Rejoinder and Clarification |
| 06.03.2016 | Shri Arijit Ghosh Rural Communication | Shri B.K.Sahoo More on Public Relations |

Submitted by

Sd/-

Arijit Ghosh
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Forwarded By:

Sd/-

Dr. Manan Kr. Mandal
Officer-InCharge, SOHCopy to-

- 1) Co-ordinator of PCP Centre
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- 3) IT Officer