

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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Memo No:SOH-2/280



Date:30.03.2016

Subject : Post Graduate Diploma in Public relations and Advertising

Batch : July 2015

PCP Centre : Maharaja Manindra Chandra College,
20, Ramkanto Bose Street
Kolkata700003, ph-2543 9331
(Near shyambazar 5 point crossing)

PAPER 6

DATE	TIME 10.00 AM-1.00 PM	1.30 PM-4.30 PM
03.04.2016	Shri Amiya Chowdhury Creativity	Shri Supriyo patra Structure of Advertisement
10.04.2016	Shri Supriyo Patra Creative strategy	Shri Amiya Chowdhury Copy writing
17.04.2016	Shri Supriyo Patra Ad Campaign	Shri Amiya Chowdhury Ad Budget

Submitted by:

Sd/-

Arijit Ghosh

Lecturer in Journalism and Mass Communication (N.S.O.U)

Forwarded by:

Sd/-

Dr. Manan Kr. Mandal

Officer-In Charge, SOH

Copy to:

1. The coordinator, Maharaja Manindra Chandra College
2. SOH file
3. The Registrar, NSOU