

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-17/798



Date:27.03.2017

Subject: Post Graduate Diploma in Public Relations and Advertising

Batch : July 2016

PCP Centre : Maharaja Manindra Chandra College,
20, Ramkanto Bose street
Kolkata- 700003, Ph- 033-25439331
(Near Shyambazar 5 Point Crossing)

Paper 6

Date	Time	1: 30 PM-4:30 PM
02.04.2017	Shri Supriyo Patra Structure of Advertisement	Shri Amiya Chaudhuri Creativity
09.04.2017	Shri Supriyo Patra Creative strategy	Shri Amiya Chaudhuri Copy Writing
16.04.2017	Shri Amiya Chaudhuri Ad Budget	Shri Supriyo Patra Ad campaign

Submitted by:

Sd/-

Arijit Ghosh

Lecturer in Journalism and Mass Communication(SOH), NSOU

Forwarded by:

Sd/-

Dr. Manan Kr. Mandal

Officer- In Charge, SOH

Copy to:

7. The coordinator, Maharaja Manindra Chandra College
8. SOH File
9. The Registrar, NSOU