

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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Subject: Post Graduate Diploma in Public Relations and Advertising
Batch : July 2017
PCP Centre : Maharaja Manindra Chandra College,
20, Ramkanto Bose street
Kolkata- 700003, Ph- 033-25439331
(Near Shyambazar 5 Point Crossing)

Paper 1 (Introduction to Communication))

Date	Time	1: 30 PM-4:30 PM
12.11.2017	Sri Ujjwal Gangopadhyay Communication	Smt. Debabani Mukhopadhyay Mass Communication
19.11.2017	Shri Arijit Ghosh Interpersonal Communication	Dr. Supriya Patra Principle of Public Relations QUALITIES OF A PUBLIC RELATIONS PROFESSIONAL PUBLIC RELATIONS: How it differs from: - a. Advertising b. Publicity c. lobbying d. Propaganda
26.11.2017	Smt Debabani Mukhopadhyay Qualities of a P.R professional, Importance of Public opinion, Opinion Leaders	Shri Supriya Patra Public Relations Process, RACE Formulae

Submitted by:

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Lecturer in Journalism and Mass Communication(SOH), NSOU
Forwarded by:

Dr. Manan Kr. Mandal
Officer- In Charge, SOH
Copy to:

- 1.The coordinator, Maharaja Manindra Chandra College
- 2.SOH File
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