

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- 18/28

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 5 (Advertising)

Date	Time	
	10:00 AM- 1:00 PM	1: 30 PM-4:30 PM
18.02.2018	Sri Arijit Ghosh Ad slogans, Ad copy	Shri Amiya Chaudhuri Dagmar, Ad theories
25.02.2018	Sri Arijit Ghosh Types of Advertising	Dr. Supriyo Patra Media Strategy
04.03..2018	Shri Amiya Chaudhuri Ad Agency	Dr. Supriyo Patra Ethical and legal values in advertising

Submitted by:

Arijit Ghosh

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
- 3.The Registrar, NSOU