

# 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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Ref. No.:

Date: 06.03.2018

### PCP Routine

**PCP:** **Post Graduate Diploma In Public Relations and Advertising(PGDPR&AD)**

Paper –6 (July 2017 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                                    |
|------------|--|--|
| 11.03.2018 | Smt. Debabani Mukhopadhyay<br>Ad Theories                        | Dr. Supriyo Patra<br>Brand Image                 |
| 18.03.2018 | Shri Amiya Chaudhuri<br>Ad creativity                            | Dr. Supriyo Patra<br>Story Board                 |
| 25.03.2018 | Shri Amiya Chaudhuri<br>Body Copy, Illustrations,<br>Assignments | Dr. Supriyo Patra<br>Assignments solving Session |

Submitted by

Forwarded By:

Arijit Ghosh  
(Lecturer in JMC, NSOU)

Prof. Manan Kr. Mandal  
Officer-In Charge, SOH

Copy to-

- 1) Co-ordinator of PCP Centre
- 2) Officer-In Charge ,SOH
- 3) IT Officer