

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- 18/253(ii)

Subject: Post Graduate Diploma in Public Relations and Advertising

Batch : 2018

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	
	10:00 AM- 1:00 PM	1: 30 PM-4:30 PM
18.11.2018	Dr. Debjyoti Chanda Communication	Smt. Debabani Mukhopadhyay Mass Communication
25.11.2018	Sri Arijit Ghosh Interpersonal Communication Principle of Public Relations QUALITIES OF A PUBLIC RELATIONS PROFESSIONAL PUBLIC RELATIONS:	Smt. Debabani Mukhopadhyay PUBLIC RELATIONS: How it differs from: - a. Advertising b. Publicity c. lobbying d. Propaganda
02.12..2018	Shri Koustav Mukhopadhyay Qualities of a P.R professional, Importance of Public opinion, Opinion Leaders	Shri Ujjwal Ganguly Public Relations Process, RACE Formulae

Submitted by:

Sd/-

Arijit Ghosh

Lecturer in Journalism and Mass Communication(SOH), NSOU

Sd/-

Prof. Manan Kr. Mandal

Director, School of Humanities, NSOU

Copy to:

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