



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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Website: www.wbnsou.ac.in; Email: nsou@wbnsou.ac.in

Memo No: SOH/19/62

Date: 22/02/2019

Subject: Post Graduate Diploma in Public Relations and Advertising
Batch : July 2018
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
24.02.2019	Shri Arijit Ghosh Types of Advertising, Slogans	Shri Amiya Chowdhury Ad Agency
03.03.2019	Shri Arijit Ghosh Internet Advertising, Social Media advertising	Dr. Supriyo Patra Brand Image & positioning
10.03.2019	Shri Mugdha Sengupta Headlines, Slogans	Dr. Supriyo Patra Media buying, Ethics in advertising

Submitted by:

Sd/-

Arijit Ghosh

Lecturer in Journalism and Mass Communication(SOH), NSOU

Sd/-

Director, School of Humanities, NSOU

Copy to:

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