



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. SoH-20/35

Date: 22.01.2020

Subject: **Post Graduate Diploma in Public Relations and Advertising**

Batch: July 2019-2020

PCP Centre: **Maharaja Manindra Chandra College,**
20, Ramkanto Bose street
Kolkata- 700003, Ph- 033-25439331
(Near Shyambazar 5 Point Crossing)

Paper 1 (Principles to Communication)

Date	Time 10:00 AM – 1:00 PM	Time 1:30PM- 4:30 PM
02.02.2020	Dr. Supriyo Patra Communication	Dr. Pallav Mukhopadhyay Mass Communication
09.02.2020	Smt. Debabani Mukhopadhyay Public Relations	Dr. Pallav Mukhopadhyay PUBLIC RELATIONS: How it differs from: - a. Advertising b. Publicity c. lobbying d. Propaganda
16.02.2020	Arijit Ghosh Public Relations: Qualities , roles and Responsibilities	Dr. Supriyo Patra Public Relations Process, RACE Formulae

Sd/-
Director, School of Humanities

Arijit Ghosh
Assistant Professor of JMC
School of Humanities

Copy to:

1. The Coordinator, M.M.C College
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