



Ref. No.: SoH-21/

Date: 13/12/2021

Advance Diploma in Journalism and Mass Communication
Online PCP
Batch: January 2021 (One Year Diploma)

Paper: 6B Special paper (Advertising and Public Relations)

Session Date	Time slot	Paper Topic: Module & Unit	Faculty
16.12.2021 (Thursday)	5 PM-6PM	Types of Advertising , Ad Agency	Dr. Baidyanath Bhattacharya
23.12.2021 (Thursday)	5 PM-6PM	Brand Positioning and Brand Building, Ad Research	Amiya Chaudhuri, External Expert
30.12.2021 (Thursday)	5 PM-6PM	Media Planning, Writing for Headlines, slogans, appeals	Amiya Chaudhuri, External Expert
06.01.2022 (Thursday)	5 PM-6PM	Public Relations	Arijit Ghosh
13.01.2022 (Thursday)	5PM-6PM	Press Releases, Press conferences	Arijit Ghosh

Prepared by : Arijit Ghosh, Assistant Professor of J&MC

Professor Manan Kumar Mandal
Director, School of Humanities

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