

Ref. No.: SoH-21/

NETAJI SUBHAS OPEN UNIVERSITY School of Humanities

NAAC Accredited Grade 'A'

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

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

Professor Manan Kumar Mandal Director, School of Humanities

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