

## NETAJI SUBHAS OPEN UNIVERSITY School of Humanities

NAAC Accredited Grade 'A'

Established By Act (W.B. Act (XIX) of 1997 and Recognised by U.G.C.) Head Office: DD-26, Sector-I, Salt Lake City, Kolkata 64;Ph: 033 40663214 Website: <u>www.wbnsou.ac.in</u>; Email: <u>nsou@wbnsou.ac.in</u>

Ref. No.: SoH-22/

Date: 27/01/2022

## Advance Diploma in Public Relations and Advertising (ADPR&AD) Online PCP

## Batch: January 2021 (One Year Diploma)

All enrolled learners are requested to attend the sessions strictly as per following schedule. The sessions will take place on Google Meet. The link will be shared to the learners before the sessions.

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Session Date	Time slot	Paper	Faculty
		Topic: Module & Unit	
06/02/2022	12-1 PM	Creativity. Print Advertising	Arijit Ghosh
12/02/2022	12-1 PM	Television in Ads, Radio Commercial	Amiya Chaudhuri
13/02/2022	12-1 PM	AD Campaign	Dr. Supriyo Patra
20/02/2022	12-1 PM	Selection of Appropriate Media	Arijit Ghosh

## Paper: 6 Advertising (Theory and Practice)

Sd/-

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

Sd/-Professor Manan Kumar Mandal Director, School of Humanities

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