



Memo no: SoH/D-22/33

Date- 07/07/2022

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

Batch: January 2022 (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 via mail to the learners before the sessions.

**Paper: 1 A Principles and Theories of Communication
1B Principles and Theories of Public Relations**

Session Date	Time slot	Paper Topic: Module & Unit	Faculty
14.07.2022 Thursday	7-8 PM	Paper 1A (Communication)- Interpersonal Communication	Arijit Ghosh
21.07.2022 Thursday	7-8 PM	Paper 1A Mass Communication	Dr. Baidyanath Bhattacharya
28.07.2022 Thursday	7-8 PM	Paper 1B Principles of Public Relations- Ethics	Arijit Ghosh
04.08.2022 Thursday	7-8 PM	Paper 1B Qualities of a PR Professionals-PR Campaign- RACE Formula	Indrani Sarkar

Sd/-

Arijit Ghosh

Assistant Professor of Journalism and Mass Communication

School of Humanities

Copy forwarded to:

- 1) ITO, NSOU for website upload,
- 3) Esteemed members of the Dept of J&MC for information.
- 4) Director, CIQA, for information.
- 5) SoH Office file for record.