



# Netaji Subhas Open University

## School of Humanities

Established By Act (W.B. Act (XIX) of 1997 and Recognized by U.G.C.)  
DD-26, Sector-I, Salt Lake City, Kolkata-700064; Phone: 03340663214  
Kalyani Campus: Ghoshpara, Kalyani 741235; Phone: 03325820103  
Durgapur Campus: Jawahar Lal Nehru Road, Burdwan, Phone:03432500418  
Jalpaiguri Campus: Pat kata, Jalpaiguri, Phone:03561257012  
Website: [www.wbnsou.ac.in](http://www.wbnsou.ac.in)

Ref. No.: SoH-D-22/54

Date: 21/10/2022

### **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 to the learners before the sessions.

**Paper: 4 : Media relations and Rural Communication,**  
**Paper 5- Advertising 1**  
**Paper 6- Advertising II (Theory and Practice)**

Session Date	Time slot	Paper Topic: Module & Unit	Faculty
28.10.2022 (Friday)	7-8 PM	Media Relations -Paper 4	Arijit Ghosh
02.11.2022 (Wednesday)	7-8 PM	Challenges of Rural Communication in India-Paper 4	Dr. Baidyanath Bhattacharya
04.11.2022 (Friday)	7-8 PM	AD Types and Ad Agencies – Paper 5	Arijit Ghosh
09.11.2022 (Wednesday)	7-8 PM	Ad Theories- Paper 5	Arijit Ghosh
11.11.2022 (Friday)	7-8 PM	Ad Media paper 5	Dr. Baidyanath Bhattacharya
16.11.2022 (Wednesday)	7-8 PM	Creativity in Ad	Dr. Supriyo Patra



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18.11.2022 (Friday)	7-8 PM	Print AD and story board	Arijit Ghosh
23.11.2022 (Wednesday)	7-8 PM	Ad Campaign, campaign strategy	Arijit Ghosh

Prepared by:  
Arijit Ghosh  
Assistant Professor of JMC  
School of Humanities

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

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Copy forwarded to:

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

Sd/-  
Director, SoH