



Ref. No.: SoH-D-26/12

Date: 26/02/2026

Advance Diploma in Public Relations and Advertising(ADPR)
And ADJMC Online PCP (Paper 6B)
Batch: January 2025 and July 2025 (One Year Diploma)
Paper: 5 (Advertising)

Session Date	Time slot	Paper Topic: Module & Unit	NSOU Faculty
01/03/2026	5 pm to 6 pm	Types of Ads	Dr. Baidyanath Bhattacharya
08/03/2026	5 pm to 6 pm	Ad theories	Dr. Baidyanath Bhattacharya
15/03/2026	5 pm to 6 pm	Ad Theories	External faculty
22/03/2026	5 pm to 6 pm	Ads for different Media	Dr. Baidyanath Bhattacharya
29/03/2026	5 pm to 6 pm	Ad Agencies	Dr. Baidyanath Bhattacharya

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

Sd/-

Dr. Srideep Mukherjee
Officer-In Charge, SoH

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