

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
Durgapur Campus: Jawahar Lal Nehru Road, Burdwan, ,
Dist: Paschim Burdwan. Pin- 713201 (Adjacent to Durgapur Govt. College
Website: www.wbnsou.ac.in ; E-Mail: nsou@wbnsou.ac.in
Accredited by NAAC with grade 'A'

Memo No: SoH/D-24/46

Date: 24/07/2024

Offline PCP Schedule Notice

Programme : Master of Arts in Journalism and Mass Communication (PGJM)
Batch : January 2024 (Part I)
Paper : 3A(Advertising) & 3 B (Public Relations)
PCP Centre : **NSOU Regional Campus, Durgapur (For LSCs in Burdwan)**
Mouz-Fuljhore, P.S. - New Town Jawahar Lal Nehru Road, Durgapur,
Paschim Bardhaman -713214 (adjacent to Durgapur Govt. Degree
College

Date	10 AM-1 PM	1:30 PM -4:30 PM
28/07/2024 (Sunday)	3A- Dr Sreetama Misra Advertising- Module 1	3B Rishigopal Mondal PR- Module 1
04/08/2024 (Sunday)	3A -Dr Sreetama Misra Role of Advertising in Brand Personality- Brand Image-David Ogilvy-Brand Positioning	3B Puja Dutta Media Relations- Press Release- Media Conference-Media Tours
11/08/2024 (Sunday)	3A -Arijit Ghosh Use of AIDA and DAGMAR in Ad planning- Importance of research in Ad	3B Dr. Jayati Kumar Corporate Communication- current trends- Crisis-crisis communication- Role of Internal PR-Employee Relations
18/08/2024 (Sunday)	3A- Dr. Sreetama Mishra Need of IMC, Consumer Behaviour-Role of Ad in Marketing- Segmentation and Positioning Strategies-Media Strategies	3B- Puja Dutta House Journal- Writing for House Journal- How to Write Press Release
25/08/2024 (Sunday)	Dr. Sreetama Mishra Writing for Print- Writing for Radio and Television-storyboard-Online ad	3B Jayati Kumar Event Management & Corporate Social Responsibility

Sd/-

Dr. Srideep Mukherjee
OiC, School of Humanities

Arijit Ghosh

Arijit Ghosh
Assistant Professor, Dept. of J&MC

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