

# Netaji Subhas Open University

## School of Humanities



Established By Act (W.B. Act (XIX) of 1997 and Recognized by U.G.C.)  
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Durgapur Campus: Jawahar Lal Nehru Road, Burdwan, ,  
Dist: Paschim Burdwan. Pin- 713201 (Adjacent to Durgapur Govt. College  
Website: [www.wbnsou.ac.in](http://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** : **Sarojini Naidu College (E-06)** - 30, Jessore Road, K.B Sarani, Dum  
Dum, Kolkata-700028

Date	10 AM-1 PM	1:30 PM -4:30 PM
04/08/2024 (Sunday)	<b>Arijit Ghosh-3A</b> Advertising- Module 1	<b>Amal Sarkar 3B</b> PR- Module 1
11/08/2024 (Sunday)	<b>Dr. Mugdha Sengupta</b> Role of Advertising in Brand Personality- Brand Image-David Ogilvy-Brand Positioning	<b>Dr. Pallav Mukhopadhyay</b> Media Relations- Press Release- Media Conference-Media Tours
18/08/2024 (Sunday)	<b>Dr. Debjyoti Chanda</b> Use of AIDA and DAGMAR in Ad planning- Importance of research in Ad	<b>Dr. Pallav Mukhopadhyay</b> Corporate Communication- current trends- Crisis-crisis communication- Role of Internal PR-Employee Relations
25/08/2024 (Sunday)	<b>Dr. Abhishek Das</b> Need of IMC, Consumer Behaviour-Role of Ad in Marketing- Segmentation and Positioning Strategies-Media Strategies	<b>Arijit Ghosh</b> House Journal- Writing for House Journal- How to Write Press Release
01/09/2024 (Sunday)	<b>Dr. Pallav Mukhopadhyay</b> Writing for Print- Writing for Radio and Television-storyboard-Online ad	<b>Dr. Debabani Mukhopadhyay</b> Event Management & Corporate Social Responsibility

In case of any related queries, please feel free to mail to [nsoujmc@gmail.com](mailto:nsoujmc@gmail.com)

Sd/-

Dr. Srideep Mukherjee  
Officer-In Charge, SoH

Arijit Ghosh  
Assistant Professor, Dept. of J&MC

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