



Ref. No.: SoH-22/

Date: 27/01/2022

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

**Batch: January 2021 (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: 6 Advertising (Theory and Practice)**

Session Date	Time slot	Paper Topic: Module & Unit	Faculty
06/02/2022	12-1 PM	Creativity. Print Advertising	Arijit Ghosh
12/02/2022	12-1 PM	Television in Ads, Radio Commercial	Amiya Chaudhuri
13/02/2022	12-1 PM	AD Campaign	Dr. Supriyo Patra
20/02/2022	12-1 PM	Selection of Appropriate Media	Arijit Ghosh

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

Sd/-

Professor Manan Kumar Mandal  
Director, School of Humanities

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