



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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Dist: Paschim Burdwan. Pin- 713201 (Adjacent to Durgapur Govt. College)
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Accredited by NAAC with grade 'A'

Memo no: SoH/D-24 /58

Date: 13/09/2024

Master of Arts in Journalism & Mass Communication(PGJM)

Online PCP Batch: January 2024 (1st Year)

Paper: 3A and 3B

Session Slot	Time Slot	Paper : 3A&3B Topic: Module	NSOU Faculty Name
19.09.2024 Thursday	8-9 PM	Principle of PR- Nature- Role -Ethics- Qualities of a PR Professional PR Process-3B	<i>Arijit Ghosh</i>
24.09.2024 Tuesday	8-9 PM	Ad Agency, International Advertising- 3A	<i>Dr. Baidyanath Bhattacharya</i>
26.09.2024 Thursday	8-9 PM	Media Relations- 3B module 2	<i>Arijit Ghosh</i>
01.10.2024 Tuesday	8-9 PM	Brand Building- Brand Positioning- Case Studies-3A	<i>Dr. Supriyo Patra</i>
03.10.2024 Thursday	8-9 PM	Corporate Communications- Crisis- 3B	<i>Arijit Ghosh</i>
15.10.2024 Tuesday	8-9 PM	Use of AIDA, DAGMAR and other strategies-3A	<i>Dr. Supriyo Patra</i>
22.10.2024 Tuesday	8-9 PM	Marketing Communication-market Segmentation-Targeting-Positioning	<i>Dr. Supriyo Patra</i>
24.10.2024 Thursday	8-9 PM	Writing For Print	<i>Arijit Ghosh</i>
29.10.2024 Tuesday	8-9 PM	Writing for Radio, Television- Storyboard-online Ad	<i>Arijit Ghosh</i>
05.11.2024 Tuesday	8-9 PM	Special Class	<i>Arijit Ghosh</i>

Arijit Ghosh

Arijit Ghosh

Assistant Professor of JMC, NSOU

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Copy forwarded to: 1) ITO, NSOU for website upload, 2) Lopamudra Ghosh, Teamlease Edtech Ltd. for necessary follow-up, 3) CIQA for information 4) Guard file, SoH for record.

Sd/-

Dr. Srideep Mukherjee

Officer-In Charge, School of Humanities