



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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Accredited by NAAC with grade 'A'

Memo no: SoH/D-26/11

Date: 26/02/2026

Master of Arts in Journalism & Mass Communication(PGJM)

Online PCP Batch: January 2025 and July 2025(1st Year)

Paper: 3A and 3B (Advertising & Public Relations)

Session Slot	Time Slot	Paper : 3A&3B Topic: Module	Faculty Name
05.03.2026 (Thursday)	8 PM-9 PM	3A- Mod-1 Advertising	Arijit Ghosh
10.03.2026 (Tuesday)	8 PM-9 PM	3A- Mod 2 Brand Building (Unit1,2)	Dr. Supriyo Patra
12.03.2026 (Thursday)	8 PM-9 PM	3A -Mod 2 Brand Building (Unit 3,4)	Dr. Supriyo Patra
17.03.2026 (Tuesday)	8 PM-9 PM	3B- Public Relations	Dr. Baidyanath Bhattacharya
19.03.2026 (Thursday)	8 PM-9 PM	3B Media Relations	Arijit Ghosh
24.03.2026 (Tuesday)	8 PM-9 PM	3B- Mod Crisis Communication	Dr. Baidyanath Bhattacharya
31.03.2026 (Tuesday)	8 PM-9 PM	3A-Marketing Communication	Dr. Supriyo Patra
02.04.2026 (Thursday)	8 PM-9 PM	3B-Press Release, House Journal	Arijit Ghosh
07.04.2026 (Tuesday)	8 PM-9 PM	3A-Writing for Print, Guidelines for Writing	Arjun Chakravartty
09.04.2026 (Thursday)	8 PM-9 PM	3A-Writing For Radio and Television - Storyboard	Dr. Supriyo Patra

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