

## ADVERTISING & PUBLIC RELATION

### **Q. What is Advertising?**

*“Advertising: the science of arresting the human intelligence long enough to get money from it.” –Stephen Leacock*

*“Advertising is legalized lying.” –H.G. Wells*

*“Advertising is the art of convincing people to spend money they don't have for something they don't need.” –Will Rogers*

To put it simply, advertising is salesmanship. It can make the difference between business success and failure. It is a cost-efficient way of telling buyers what is for sale and what the product's features are. At the very least, it seeks to persuade someone who is in the market for a given product or service to consider a particular brand. The business of advertising involves marketing objectives and artistic ingenuity. It applies quantitative and qualitative research to the creative process. It is the marriage of analysis and imagination, of marketing professional and artist. Advertising is art and science, show business and just plain business, all rolled into one. And it employs some of the brightest and most creative economists, researchers, artists, producers, writers, and business people in the country today.

### **Q. How is advertising Developed?**

- All good advertising includes some basic steps before it appears in public:
- It defines its markets.
- It assesses the competition.
- It determines who the target audience is, and how and why it chooses the products it does.
- It sets goals and a budget: what the advertising should achieve and how much must be spent to achieve those goals.
- It determines the media: what vehicle (television, newspapers, magazines, outdoor) will best reach the target audience to be effective.
- It creates a message: what pictures, words, and music will best attract and appeal to the specific target audience.

An advertiser usually hires an advertising agency to help them identify prospective customers, create the advertising, and buy the broadcast (television, radio) time and print space (magazine, newspaper, and outdoor) to carry the advertising work that consumers see.

### **What is the career prospect in Advertising and qualifications required?**

**Advertising as a Career Option** is definitely prosperous and glamorous and challenging for sure with the opening of large number of agencies. Be it the companies, the religious or voluntary organizations or the personalities, brands, products or services, advertising is definitely used in some form or the other for communicating with the target audience. It is the process of building a relationship between the consumer and the product; it is a means to inform and educate the mass, promote products and services and optimize the process of sale. With a very high pay package, fame and glamour, it is an ideal profession for someone with a creative bent of mind.

Several new areas are coming up and developing in advertising, thereby creating job opportunities or many. Whether it is areas like event management wherein events are managed and marketed or image management where profiles of organization or individuals are projected or internet marketing targeting a particular section of people, a **Career in Advertising** is surely challenging and most sought after these days!

### **Eligibility Criteria**

Many of the advertising agencies in India recruit advertising personnel having a qualification in formal management or mass communication or advertising. For jobs in market research, media planning and client servicing, preference is given to the MBA holders.

The minimum eligibility criterion for pursuing post graduation in advertising, one must possess a graduation degree from a recognized university, in any discipline with at least 50% marks. Admission to advertising programs is based on an entrance examination followed by an interview. Some institutes of advertising in India also provide BA courses in advertising. Students to this course need to qualify their 12<sup>th</sup> standard. Advertising Agencies generally prefer those individuals who have a creative bend of mind, can think independently but work well in

teams. If you are interested in pursuing a career in advertising, you must be highly goal driven and work well in time pressures. Since this industry is very competitive, you must be willing to give your best at all times to make a successful career.

In order to pursue a successful career in advertising, some basic qualities such as flair for writing, creativity, the capability to translate different types of ideas into the visual format, etc are a must-have. One must possess an insight into the wants, need and interests of people from different background and culture. Some other essential skills and attributes required for a flourishing career in advertising are the ability to work in a team, the physical and most importantly the mental strength to take criticism and withstand high pressure. One should be sociable and must possess a calm temperament. The media and the market researchers must have the capacity to analyze things and think logically. People in the creative field of advertising should be able to make the advertisement very appealing to people.

### **Q. What are the Advertising Career Possibilities?**

Advertising agencies handle a broad range of marketing tasks requiring people with experience and ability in overall management and specialized skills. In all agencies, the jobs usually fall into five categories: Account Management, Account Planning, Creative, Media and Interactive Marketing.

#### **Account Management**

The responsibility of the account manager is to be the client's representative at the agency, and the agency's representative at the client's organization. It is his or her job to get the best possible work from the agency for the client-but at a profitable return for the agency. This means knowing how to handle people at the agency so that they give the client their best effort without spending more time than the income from the client's business justifies.

The effective account manager develops a thorough knowledge of the client's business, the consumer, the marketplace and all aspects of advertising, including creative, media, research, and commercial production. As team leader and strategist, the account person must communicate the client's needs clearly to the agency team, plan effectively to maximize staff time and energy, and present the agency's recommendations candidly to the client. In the final analysis, the

account person must be able to foster productive communication between client and agency staffs, identify common goals, and make sure that the final product is profitable and effective for the client and the agency.

### Entry-level positions

Successful candidates have strong general business skills: the ability to write and speak effectively, demonstrated leadership experience, a capacity for statistical analysis, and developed organizational skills. Candidates should have a bachelor’s degree and, in some cases, a master of business administration. A degree in advertising or marketing is not a prerequisite.

### Career Opportunities

An entry-level position in account management usually leads to account executive and then to more senior positions, with responsibility for more than one account and for the work of several account executives.

<b>Job Title</b>	<b>Job Description</b>
Director of Account Services	Responsible for mgmt. of the department. Responsibilities include budgets, costs, resource allocation. Provides strategic leadership. Top level Client contact with usually 20+ years relevant industry and advertising expertise.
Account Director	Responsible for leadership and overall management of the Client relationship on one large or multiple accounts. Drives long-term business building, oversees Account team management. 15+ years of industry and advertising experience.
Management Supervisor	Responsible for the overall service and profitability of assigned accounts. Represents the Agency's senior management on a day-to-day basis. Typically reports to the Account Director, with 10+ years experience.
Account Supervisor	Provides strategic recommendations and manages all Company/Agency resources to ensure the Client's marketing needs are met. Reports to Account Director, with 7+ years of industry experience.
Account Executive	Manages/coordinates Client projects and may take an

	active role in all disciplines from planning to completion. Effectively executes strategies, problem-solves, and develops solid business relationships, with 3+ years of experience.
Assistant Account Executive	Provides Client service support to ensure that all assignments are executed timely and accurately. Assists in the daily operations of Client projects internally. Essentially an account executive "in training".

## Account Planning

Essentially, account planners make sure the consumer's perspective is fully considered when advertising is developed. The account planner works to continually focus and re-focus the agency's strategic and creative thinking on the consumer, helping the team—particularly the creative—understand what "turns the consumer on". They study how consumers actually make use of marketing communications. Using that knowledge, they help the agency "break out" into new ways of communicating about products and services. They offer not only consumer insight, but a plan of action for approaching marketing communications challenges. The account planner's primary tool is research: consumer psychology and behavior, brand-sales history, competitive sales and customer information, consumer demographics, and much more. They use this information to determine how the agency can leverage a brand's strengths in a strategic and creative approach.

### Career Opportunities

Most account planners have academic backgrounds in Liberal Arts, and certainly exposure to such subjects as psychology, sociology, and cultural anthropology is beneficial. What planners tend to have in common is the ability to interpret and synthesize information, generating useful insights that can be readily understood and acted upon by others.

Job Title	Job Description
Exec. Account Planning	Responsible for management of the global/national/regional/local account planning department. May be an integral member of new business team, with 15+ years of planning expertise.

Dir. Account Planning	Responsible for the management of one or more Client groups. Responsible for developing ad strategy and creative brief and bring a strong consumer focus to all decisions based on 10+ years of expertise.
Account Planning Mgr.	Oversees day-to-day activity on assigned accounts, may include training and development of staff. 7+ years of experience.
Account Planning Supervisor	Responsible for applying consumer understanding to creative problems on assigned accounts. Partners with other departments to ensure the quality of the creative brief. 5+ years industry experience.
Account Planner	Manages all research pertaining to strategy and creative development. Provides insight to Clients regarding consumer preference, with 3+ years of experience.
Assistant Account Planner	Responsible for assisting the planners in applying consumer understanding to creative problems.

## **Creative**

The creative department of an advertising agency is responsible for developing the ideas, images, and words that make up commercials and ads. While many people in the agency contribute to the process, the invention and production of advertising is mainly the responsibility of copywriters and art directors.

### Entry-level positions

**Junior or Assistant Copywriter:** The junior copywriter assists one or more copywriters in editing and proofreading ad copy, writing body copy for established print campaigns, and developing merchandising and sales promotion materials. With proven ability and experience, assignments might include generating ideas for product or company names and writing dialogue for TV commercials and scripts for radio ads. Although a bachelor's degree is not required, most agencies look for candidates with proven intellectual ability and emotional maturity. Degrees in English, journalism, or advertising and marketing can be helpful.

**Junior or Assistant Art Director:** The junior art director assists one or more art directors in preparing paste-ups, rough lettering, and layouts for print ads and television storyboards,

developing visual concepts and designs, and overseeing photo sessions and the filming of television commercials. A successful candidate will have strong visual concept skills and good basic drawing and design ability.

### Career Opportunities

<b>Job Title</b>	<b>Job Description</b>
Chief Creative Director	Overall responsibility and accountability for the management of the total creative function of the agency. Establishes the 'creative tone' and pace of the agency, based on 15+ years of experience.
Creative Director	Responsible for the quality of all creative work produced by the agency for all clients. Maintains standards of creative excellence. Typically has 15+ years of experience.
Assoc. Creative Director	Supervises and guides the total creative effort of one or more creative groups. Insures creative compliance with clients' goals. Usually has 10+ years of expertise.
Creative Supervisor	Integrates art, copy, and production functions and guiding overall creative effort of assigned general advertising creative groups on one or more accounts. 8+ years of experience.
Copywriter	Responsible for generating concepts/ideas and highly targeted copy on one or more accounts. May adapt to changes in format, media and/or Clients' strategies. 2+ years of experience.
Art Director	Responsible for the visual creation of general advertising campaigns on one or more accounts. Coordinates the design and reproduction of the copy with the art and production staff. 2+ years of expertise.
Illustrator	Prepares a variety of illustrations ofr one or more accounts. May design, select layout materials, prepare interpretive drawings from written plans. 2+ years of experience.

### Media

The media department of an advertising agency is responsible for placing advertising where it will reach the right people at the right time and in the right place...and do so in a cost-effective way. Planning and buying media at an advertising agency is exciting and challenging because ways of communicating are constantly changing and becoming more complex. Such technological advances as cable television and the internet, or videotext make an impact on what

media are available for advertising and how viewership is calculated. A recent increase in the number of specialty publications enables more precise targeting of consumers. It is the responsibility of the media department to develop a plan that answers the question: how can the greatest number of people in the target group be reached often enough to have the advertising message seen and remembered—and, at the lowest possible cost?

#### Entry-level position

**Assistant Media Planner:** The typical assistant media planner reports to a media planner and gathers and studies information about people’s viewing and reading habits, evaluates editorial content and programming of various media vehicles, and about media vehicles, and becomes thoroughly familiar with media data banks and information sources. To accomplish these tasks requires the ability to find and analyze data, apply computer skills, ask innovative questions, and interpret or explain findings with attention to quantitative and qualitative considerations.

#### Career Opportunities

<b>Job Title</b>	<b>Job Description</b>
Executive Media Director	Oversees management of media planning, including budgets, costs, resource allocation and strategic leadership. Plays lead role in new business and acts as a consultant to top corporate officers. 20+ years of expertise.
Executive Media Buying Director	Responsible for management of the media buying and/or operations. Handles sensitive Company/Agency negotiations. Involved in policy-making decisions, based on 20+ years of media expertise.
Group Media Director	Leads overall management of one large and/or multiple Clients setting strategic direction and driving long-term business. Holds accountability for budgets and planning. 15+ years of experience.
Media Buying Director	Represents Company/Agency's senior management on a day-to-day basis and is involved with negotiations. 15+ years of experience.
Associate Media Director	Responsible for the overall service of assigned accounts and media teams. Approves the development and execution of media strategy, communications plans while maintaining cost controls.



	7+ years expertise.
Media Supervisor	Provides strategic recommendations and analysis. Manages media planners to ensure Client's marketing needs are met. 4+ years of media experience.
Media Planner	Responsible for developing, executing and managing media plans best suited to meet established Client requirements and objectives. May supervise, train, delegate assistant media planners. 1+ years expertise.

## Interactive Marketing

If you have ever visited a company's web site, you have been part of how interactive marketing is changing the relationship between advertiser and the audience.

An important point to understand is to realize that with traditional marketing vehicles, companies had to find you to get your attention. In the world of interactive marketing, the consumer seeks out the company's web site and decides how long they will stay. They can tailor the experience to their own needs. This is why interactive marketing is the fastest growing phenomena in the media and marketing world.

### Career Opportunities

Opportunities in the interactive marketing field are exploding and are most plentiful in the areas of design, marketing, and computer programming. Agencies need computer-based designers and programmers, as well as strategists who understand how marketers can use interactive media creatively and effectively. The advantage in job-hunting in this area is to those who have a strong knowledge of computers and the digital realm, and are on top of the daily changes in digital technology and its capabilities.

### Q. Where can I study BA in Advertising in India?

The following Institute/college offer B.A. degree in Advertising

Degree / Course	College / Institute	State	Eligibility	Course Duration
BA in Advertising	Nizam College, Gunfoundry, Hyderabad	Andhra Pradesh	Class XII	3 years

BA in Advertising	Government College for Women, Begumpet, Hyderabad	Andhra Pradesh	Class XII	3 years
BA in Advertising	Loyola Academy College, Alwal, Secunderabad	Andhra Pradesh	Class XII	3 years
BA in Advertising	Kakatiya University, Vidyananyapuri, Warangal - 506009	Andhra Pradesh	Class XII	3 years
BA in Advertising	JB College, Jorhat, Dibrugarh University	Assam	Class XII	3 years
BA in Advertising	Gaya College, Gaya	Bihar	Class XII	3 years
BA in Advertising	Patna Women's College, Bayley Road, Patna	Bihar	Class XII	3 years
BA in Advertising	N.B. gurbachan Singh Memorial college, Sohna, Gurgaon	Haryana	Class XII	3 years
BA in Advertising	BVV Basaveshware Commerce College, Bagalkot,	Karnataka	Class XII	3 years
BA in Advertising	Kerala Varma College, Universtiy of Calicut, n Trichur	Kerala	Class XII	3 years
BA in Advertising	MLB Arts and Commerce Autonomous College, Rani Durgavati Vishwavidhalaya, Gwalior	Madhya Pradesh	Class XII	3 years
BA in Advertising	Government Autonomous MKB Arts and Commerce College for Women, Rani Durgavati Vishwavidhalaya, Jabalpur	Madhya Pradesh	Class XII	3 years
BA in Advertising	Government Mahakoshal Arts and Commerce Autonomous College, Jiwaji University, Jabalpur	Madhya Pradesh	Class XII	3 years
BA in Advertising	Department of Communication Journalism, Gokhale Education Society, Nashik	Maharashtra	Class XII	3 years
BA in Advertising	Siddharth College of Arts and Science, Mumbai University, Anand Bhavan, Dadabhai Naoroji Road, Mumbai 400001	Maharashtra	Class XII	3 years
BA in Advertising	Somaiya College of Arts, Mumbai University, charni Road, Near Bhartiya Vidya Bhavan, Mumbai	Maharashtra	Class XII	3 years
BA in Advertising	Jai Hindi College of Arts and JT Lalwani College of Commerce, Mumbai	Maharashtra	Class XII	3 years
BA in Advertising	Anand Bhawan, DadabhaiNaoroji Road, Mumbai	Maharashtra	Class XII	3 years
BA in Advertising	Smt. MMP Shah College of Arts and Commerce, Mumbai	Maharashtra	Class XII	3 years
BA in Advertising	Manipur University, Canchipur, Imphal	Manipur	Class XII	3 years
BA in Advertising	Jamia Mallia Islamia, Jamia Nagar, New Delhi 110025	Delhi	Class XII	3 years
BA in Advertising	Kamala Nehru college (South Campus), University of Delhi, New Delhi	Delhi	Class XII	3 years

BA in Advertising	Janaki Devi Mahavidyalya, University of Delhi, New Delhi	Delhi	Class XII	3 years
BA in Advertising	Kalindi College, University of Delhi, New Delhi	Delhi	Class XII	3 years
BA in Advertising	Vivekanand College, University of Delhi, New Delhi	Delhi	Class XII	3 years
BA in Advertising	Delhi College of Arts and Commerce, New Delhi	Delhi	Class XII	3 years
BA in Advertising	GGDSD college, Punjab University, Chandigarh	Punjab	Class XII	3 years
BA in Advertising	Vinodini Mahavidyala, Khetri	Rajasthan	Class XII	3 years
BA in Advertising	Vivekananda College, Tiruvendakam West, Madurai Kamaraj University	Tamil Nadu	Class XII	3 years
BA in Advertising	PSG College of Arts and Science, Bharathiar University, Coimbatore	Tamil Nadu	Class XII	3 years
BA in Advertising	Ethiraj College for Women, University of Chennai, Chennai	Tamil Nadu	Class XII	3 years
BA in Advertising	Chennai Christian college, Chennai	Tamil Nadu	Class XII	3 years
BA in Advertising	Bareilly College, Rohilkhand University, Bareilly	Uttar Pradesh	Class XII	3 years
BA in Advertising	Cooch Behar College, Kalighat Road, Cooch Vihar, University of North Bengal	West Bengal	Class XII	3 years
BA in Advertising	Acharya Prafulla Chandra College, 24 Parganas (north), Kolkata	West Bengal	Class XII	3 years
BA in Advertising	Gokhale Memorial Girls College, University of Kolkata, Kolkata	West Bengal	Class XII	3 years

### **Q. Where can I get employment after completing a course in Advertising?**

You can get in any one of the following:

- In the private advertising agencies
- Different advertising departments in the public and private sector companies
- In several media houses
- In the advertising sections of journals, magazines, newspapers
- In the commercial sections of television or radio
- In market research organizations etc

**Q. What is Public Relation and what are the jobs performed by Public Relation specialist?**

**Public relations**, abbreviated as **PR**, primarily concerns enhancing and maintaining the image for businesses, non-profit organizations, events or high-profile people, such as celebrities and politicians.

An earlier definition of public relations, by The first World Assembly of Public Relations Associations, held in Mexico City, in August 1978, was "the art and social science of analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programs of action, which will serve both the organization and the public interest.

Others define it as the practice of managing communication between an organization and its publics. Public relations provides an organization or individual exposure to their audiences using topics of public interest and news items that provide a third-party endorsement and do not direct payment. Common activities include speaking at conferences, working with the media, crisis communications, social media engagement, and employee communication.

An organizations reputation, profitability, and even its continued existence can depend on the degree to which its targeted publics support its goals and policies. Public relations specialists serve as advocates for businesses, governments, universities, hospitals, schools, and other organizations, and build and maintain positive relationships with the public. As managers recognize the growing importance of good public relations to the success of their organizations, they increasingly rely on public relations specialists for advice on strategy and policy of such programs.

Public relations specialists handle organizational functions such as media, community, consumer, and governmental relations; political campaigns; interest-group representation; conflict mediation; or employee and investor relations. However, public relations is not only telling the organizations story. Understanding the attitudes and concerns of consumers, employees, and various other groups is also a vital part of the job. To improve communications, public relations specialists establish and maintain cooperative relationships with representatives of community, consumer, employee, and public interest groups and those in print and broadcast journalism.

Informing the general public, interest groups, and stockholders of an organization's policies, activities, and accomplishments is an important part of a public relations specialist's job. Their work keeps management aware of public attitudes and concerns of the many groups and organizations with which they must deal. Public relations specialists prepare press releases and contact people in the media who might print or broadcast their material. Many radio or television special reports, newspaper stories, and magazine articles start at the desks of public relations specialists. Sometimes the subject is an organization and its policies towards its employees or its role in the community. Often the subject is a public issue, such as health, nutrition, energy, or the environment. Public relations specialists also arrange and conduct programs for contact between organization representatives and the public. For example, they set up speaking engagements and often prepare speeches for company officials. These specialists represent employers at community projects; make film, slide, or other visual presentations at meetings and school assemblies; and plan conventions. In addition, they are responsible for preparing annual reports and writing proposals for various projects.

In government, public relations specialists who may be called press secretaries, information officers, public affairs specialists, or communications specialists keep the public informed about the activities of government agencies and officials. For example, public affairs specialists in the Department of Energy keep the public informed about the proposed lease of offshore land for oil exploration. A press secretary for a member of Congress keeps constituents aware of their elected representative's accomplishments. In large organizations, the key public relations executive, who is often a vice president, may develop overall plans and policies with other executives. In addition, public relations departments employ public relations specialists to write, do research, prepare materials, maintain contacts, and respond to inquiries. People who handle publicity for an individual or who direct public relations for a small organization may deal with all aspects of the job. They contact people, plan and do research, and prepare material for distribution. They may also handle advertising or sales promotion work to support marketing.

**Q. What qualifications are essential to enter the field of Public Relation?**

Although there are no defined standards for entry into a public relations career, a college degree combined with public relations experience, usually gained through an internship, is considered excellent preparation for public relations work. The ability to write and speak well is essential. Many entry-level public relations specialists have a college major in public relations, journalism, advertising, or communications. Some firms seek college graduates who have worked in electronic or print journalism. Other employers seek applicants with demonstrated communications skills and training or experience in a field related to the firm's business science, engineering, sales, or finance, for example.

In 1998, well over 200 colleges and about 100 graduate schools offered degree programs or special curricula in public relations, usually in a journalism or communications department. In addition, many other colleges offered at least one course in this field. The Accrediting Council on Education in Journalism and Mass Communications is the only agency authorized to accredit schools or departments of public relations. A common public relations sequence includes courses in public relations principles and techniques; public relations management and administration, including organizational development; writing, emphasizing news releases, proposals, annual reports, scripts, speeches, and related items; visual communications, including desktop publishing and computer graphics; and research, emphasizing social science research and survey design and implementation. Courses in advertising, journalism, business administration, political science, psychology, sociology, and creative writing also are helpful, as is familiarity with word processing and other computer applications. Specialties are offered in public relations for business, government, and nonprofit organizations.

Many colleges help students gain part-time internships in public relations that provide valuable experience and training. The Armed Forces can also be an excellent place to gain training and experience. Membership in local chapters of the Public Relations Student Society of America or the International Association of Business Communicators provides an opportunity for students to exchange views with public relations specialists and to make professional contacts that may help them find a job in the field. A portfolio of published articles, television or radio programs, slide presentations, and other work is an asset in finding a job. Writing for a school publication or television or radio station provides valuable experience and material for one's portfolio.

Creativity, initiative, good judgment, and the ability to express thoughts clearly and simply are essential for people entering the field of PR. Decision making, problem solving, and research skills are also important. People who choose public relations as a career need an outgoing personality, self-confidence, an understanding of human psychology, and an enthusiasm for motivating people. They should be competitive, yet flexible, and able to function as part of a team. Some organizations, particularly those with large public relations staffs, have formal training programs for new employees. In smaller organizations, new employees work under the guidance of experienced staff members. Beginners often maintain files of material about company activities, scan newspapers and magazines for appropriate articles to clip, and assemble information for speeches and pamphlets. They may also answer calls from the press and public, work on invitation lists and details for press conferences, or escort visitors and clients. After gaining experience, they write news releases, speeches, and articles for publication or design and carry out public relations programs. Public relations specialists in smaller firms usually get all-around experience, whereas those in larger firms tend to be more specialized.

Promotion to supervisory jobs may come as public relations specialists show they can handle more demanding assignments. In public relations firms, a beginner may be hired as a research assistant or account assistant and be promoted to account executive, account supervisor, vice president, and eventually senior vice president. A similar career path is followed in corporate public relations, although the titles may differ. Some experienced public relations specialists start their own consulting firms.

The Public Relations Society of America accredits public relations specialists who have at least 5 years of experience in the field and have passed a comprehensive 6-hour examination (5 hours written, 1 hour oral). The International Association of Business Communicators also has an accreditation program for professionals in the communications field, including public relations specialists. Those who meet all the requirements of the program earn the Accredited Business Communicator designation. Candidates must have at least 5 years of experience in a communication field and pass a written and oral examination. They also must submit a portfolio of work samples demonstrating involvement in a range of communication projects and a thorough understanding of communication planning. Employers consider professional

recognition through accreditation a sign of competence in this field, and it may be especially helpful in a competitive job market.

Public Relations Society of India (PRSI), the national association of PR practitioners was established in 1958 to promote the recognition of public relations as a profession and to formulate and interpret to the public the objectives and the potentialities of public relations as a strategic management function. The society functioned as an informal body till 1966 when it was registered under the Indian Societies Act XXVI of 1961, with headquarters in Mumbai. The father-figure of professional PR practitioners in India, Kali H. Mody, was the founder President of PRSI from 1966 to 1969. Chapters were launched in Mumbai, Delhi, Chennai and Kolkata till 1969. The management of the Public Relations society of India is vested in the National Council, consisting of representatives elected by all the regional chapters. The members of the society are public relations practitioners from Multinationals, Govt., Public and Private sector, Academics and PR consultants .

#### **Q. What are the courses available in Public Relation?**

The course in Public relation includes mainly public relations principles and techniques, public relations management and administration which includes proposals, annual reports, scripts, speeches, organizational development, writing, research, emphasizing social science research and survey design and implementation etc. The main courses available in PR are:

- Certificate Course in Advertising and Public Relations.
- Certificate Course in Basic Public Relations.
- Certificate Course in Public Relations.
- Degree Course in Public Relations.
- Diploma in Communication, Journalism and Public Relations.
- Diploma in Public Relation.
- Diploma in Public Relations and Corporate Communication.
- M.A. Public Relations.
- Master's Degree in Journalism and Public Relations.
- Post Graduate Diploma in Event Management and Public Relations.
- Post Graduate Diploma in Journalism, Public Relations and Advertising.



- Post Graduate Diploma in Public Relations.
- Post Graduate Diploma in Public Relations and Advertising.

The criteria for joining in public relation courses is bachelors degree in any discipline preferably with mass communication, social sciences, liberal arts and humanities. The duration of the most of Diploma courses of public relation is of 1 year and Master's courses are 2 years. The admission to these courses is based on the merit list or entrance in some cases. Short term certificate courses are generally three to six months duration.

### **Q. Which are the best institutions to study a course in Public Relation?**

The best five courses in Public Relations in India are as follows:

1. Two-year full time post graduate diploma in Communication Management with option for majoring in Public Relations, Corporate Communication and Event Management in the second year at Symbiosis Institute of Mass Communication (SIMC) Pune
2. MA in Advertising and Public Relations (MAAPR) at the Makhanlal Chaturvedi National University of Journalism, Bhopal
3. 2 year full time MA in advertising and Public relations at the School of Broadcasting and Communication, Mumbai
4. One year full time Diploma in Public Relations and Corporate Communications at the Xavier Institute of Communications (XIC), Mumbai
5. One year post graduate diploma in Advertising and PR – started in 1981 at the Indian Institute of Mass Communication (IIMC), New Delhi

Some of the other institutes and colleges in India offering PR courses are:

- The Advertising Academy, New Delhi.
- Centre for Image Management Studies, Noida (Uttar Pradesh).
- Easygyan, Lucknow (Uttar Pradesh).
- Dr. B.R. Ambedkar Open University, Hyderabad (Andhra Pradesh).
- Meteor Institute of Digital Design Studies (M.I.D.D.S.), Thane (Maharashtra).
- Veer Narmath South Gujarat University, Surat (Gujarat).

- National Academy of Event Management and Development (N.A.E.M.D.), Maharashtra.
- Barkatullah University Institute of Open and Distance Education, Bhopal (Madhya Pradesh).
- Indira Gandhi National Open University, New Delhi.
- Kurukshetra University Directorate of Distance Education, Kurukshetra (Haryana).
- Nalanda Open University, Patna (Bihar).
- Ashok Inlead School of Hospitality, Gurgaon, (Haryana).
- Aligarh Muslim University, Aligarh (Uttar Pradesh).
- Indian Institute of Journalism, New Delhi.
- Indian Institute of Public Relations, New Delhi.
- Netaji Subhas Open University (NSOU), Kolkata (West Bengal).

**Q. Where can I study a course on Public Relation in Delhi?**

Some of the institutions offering courses in Public Relation in Delhi are:

NAME OF COURSE	NAME OF THE INSTITUTE	ELIGIBILITY	DURATION
Certificate Course in Public Relations	Center for Mass Media Studies, YMCA, Jai Singh Road, New Delhi - 11000	Graduation	8 weeks
Certificate Course in Public Relations and Event Management/ Marketing	Delhi School of Communication E Agnel School Bldg, Gautam Nagar, New Delhi - 110049	Class XII	6-8 weeks
Diploma in Public Relations	New Delhi Polytechnic for Women, South Extension, New Delhi	Class XII	1-2 years
PG Diploma in Public Relations	Institute of Management, Delhi	Graduation	1 year
PG Diploma in Public Relations	Indian Foundation of Public Relation Education and Research, New Delhi	Graduation	1 year
PG Diploma in Public Relations	Indian Institute of Mass Communication, Shaheed Jeet Singh Marg, JNU Campus, New Delhi - 110067	Graduation	1 year
PG Diploma in Public Relations	Indian Institute of Public Relations, B-9, Shivalik, New Delhi	Graduation	1 year

PG Diploma in Public Relations	Institute of Advertising and Communication, New Delhi	Graduation	1 year
PG Diploma in Public Relations	National Institute of Advertising, New Delhi	Graduation	1 year
PG Diploma in Public Relations	Sardar Patel College of Communication and Management Bhartiya Vidya Bhavan, Mehta Sadan, Kasturba Gandhi Marg, New Delhi – 11001	Graduation	1 year
PG Diploma in Public Relations	School of Communication, EMPI, New Delhi	Graduation	1 year
PG Diploma in Public Relations	South Delhi Polytechnic for Women, Behind Lady Shri Ram College, Lajpat Nagar, New Delhi - 110024	Graduation	1 year

### **Q. What is Corporate Communication?**

Corporate communication is an essential aspect of communication, which needs to be studied and put to use in all the corporate organization for greater efficiency at work. Corporate communication collectively refers to the communication processes that are meant for corporate or business purposes. Corporate communication refers to the communication within corporate organization (internal communication) as well as the communication between different corporate entities (external communication). Corporate communication can make use of different types of mass media.

**Internal Corporate Communication:** Internal corporate communication means the communication within a particular company. Some of the commonly used tools for internal communication can include business meetings, conferences, interviews, presentations or print media like brochures, newsletters, memos, or business letters. Corporate communication is used to make announcements, take decisions and in general share information, views and opinions within organization. Corporate communication is a great way to create a conducive work atmosphere, thus increasing the productivity of the organization. Factors like work hierarchy come into picture during internal corporate communication. Depending on the direction of communication, internal corporate communication can be further classified as horizontal or vertical communication – horizontal referring to communication within peers and vertical referring to

communication within different hierarchies in the organization.

**External Corporate Communication:** External corporate communication process includes communication of the corporate organization with its current/potential investors, customers and other corporate entities. The external corporate communication process includes elements like advertising, marketing and public relations. The external communication is responsible for the way the company portrays itself to the entire corporate world. Thus, external corporate communication is instrumental in creating the brand image or brand identity. The advertisement campaigns and promotional events can be included in external corporate communication as well. Television ads, newspaper ads, radio jingles, promotional events, or even business proposals, affiliation or partnership proposals are included in external corporate communication.

The responsibilities of a Corporate Communicator include

- Supervise the status of the Corporate Communication organization.
- Develop, execute and evaluate corporate strategy.
- Ensuring effective two – way Internal Corporate Communications.
- Taking the lead on media handling, proactively placing good news stories, dealing with enquiries and producing media releases.
- Developing links with other departments, which enhances the smooth functioning.
- Corporate Communication Planning.
- Leading public relations, including customer services.
- Playing a key role in issue management and planning.
- Ensuring that other health organizations are kept fully briefed on developments, plans and any incidents in your organization.
- Producing high quality information service.
- Advising senior colleagues on strategic communications and related issues.
- Engaging in business promotion campaigns.
- Typically, the following skills would be necessary for a communications role :
- Ability to work equally well both on your own and within a team.
- Ability to write, speak and brief others clearly.

- Ability to assess and select appropriate communications routes for different messages and audiences.
- Ability to remain calm under pressure.
- Ability to recognize sensitive situations and act appropriately.
- Negotiating and influencing skills.
- Ability to work well with others at all levels both within and outside your company.
- Ability to gain the trust and respect of senior colleagues.
- Ability to provide creative input to projects.
- Ability to think strategically above all, corporate communicator represents the corporation's voice, its reputation, integrity and the images it projects of itself on a global and regional stage populated by its various audiences and stakeholders

### **Q. What is Reputation Management?**

Reputation Management, also known as directory management, is the process of tracking an entity's actions and other entities' opinions about those actions; reporting on those actions and opinions; and reacting to that report creating a feedback loop. All entities involved are generally people, but that need not always be the case. Other examples of entities include animals, businesses, or even locations or materials. The tracking and reporting may range from word-of-mouth to statistical analysis of thousands of data points. A number of enterprise reputation management software solutions exist in the international market. These software services are typically designed to connect organizations to their stakeholders, track the orchestration of stakeholder engagement and analyse, measure and manage the results

The **reputation management** can be separated into three different categories.

**Building** – This type of reputation management has to do with building the reputation for a business that is just getting started. It includes building a good reputation to maintaining it for your business.

**Maintenance** – Reputation management meant to just keep a company's good image superior in the public eye is called maintenance. This is meant for companies that are already established, and have a good reputation already.

**Recovery** – If your business has gotten a bad reputation for any reason, then the recovery portion of reputation management is for you. Brick Marketing works to hide the bad reputation with good marketing and self-promotion.

Online Reputation Management is a very labor intensive process. Any approach that is subtle and yet effective will take time, at least three months, before any progress is really seen. This includes many different strategies, which include social media such as:

- Blogging – Blogs that are updated every day
- Directory listings – Listing a website in directories using optimized keywords
- Direct reviews – Hiring someone to write good reviews of the company on websites
- Online publicity – Syndicated article writing, links, and banners
- Social networking – Posting pages on MySpace.com and Facebook.