

# PUBLIC RELATIONS MANAGER

Public Relations Managers work on establishing and maintaining a healthy and long term relationship between a company/organisation and its target audience/public/ employees/ investors/partners/ stakeholders. They are responsible for flow of information from the company to the public and also carrying feedback from the public back to the company as well. This involves writing press releases, organising fundraisers and events and representing the client to company and vice versa.

## PERSONAL COMPETENCIES



- You have excellent communication and interpersonal skills
- You have good command over English
- You enjoy solving problems
- You pay attention to details



The approx. course fee ranges between **INR 5,000 to 7,00,000\***

*\*These figures are estimated numbers and will vary from Institute to Institute.*

## SCHOLARSHIPS

• **National Scholarship Portal** - Visit [www.scholarships.gov.in](http://www.scholarships.gov.in). Under this portal there are Central Government schemes, UGC/AICTE Schemes and Assam Government Schemes offered by different departments\*

• Visit [www.buddy4study.com](http://www.buddy4study.com) for details on available scholarships. This is a gateway to scholarships starting from Class XI\*

• Scholarships are also available in the institutes based on merit\*

*\*(Availability of these scholarships can vary from time to time)*

## LOANS

• VidyaLakshmi, [www.vidyalakshmi.co.in](http://www.vidyalakshmi.co.in), is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA)

• All banks give education loans



## ENTRY PATHWAY

1. Complete 10+2
2. Complete Bachelor's degree in Mass Communication/Journalism/Language/Mass Media  
OR  
Complete Bachelor's degree in Mass Communication/Journalism/Language/ Mass Media and then pursue a PG Diploma in Public Relations  
OR  
Complete Bachelor's degree in Mass Communication/Journalism/Language/Mass Media and then pursue a Master's degree in Public Relations and Advertisement/Communications

*Please check the duration of the course during enrolment*



## EXPECTED INCOME

*\*(These figures are taken from NCS and are indicative and subject to change)*

The approx. salary of a Public Relations Manager ranges between **INR 15,000 - INR 20,000\*** per month for freshers and between **INR 25,000 - 49,000\*** per month for candidates with experience.

Source:[bit.ly/3HsGt7w](https://bit.ly/3HsGt7w)



## WHERE WILL YOU WORK

Places of Work: Businesses, Private companies, Trusts, Schools, Colleges, Specialised education institutes, Private banks, individuals like politicians, sportspersons, actors etc.

Work Environment: You will be working in a dynamic environment where collaborative work is required. Travelling maybe part of the job. You are expected to work for 9 hours everyday for 6 days a week. Overtime may be involved.

*Opportunities for work exist for differently abled in this field.*

### EXPECTED GROWTH PATH

Public Relations Officer → Senior Public Relations Officer → Team Lead, Public Relations → Head of Public Relations → General Manager → Head of Company/CEO

Search keywords...



*public relations officer, public relations executive, public relations officer*

## WHERE WILL YOU STUDY?

This course is offered by the department of Mass Communication or Journalism or Public Relations.

This list of institutes is indicative only

### GOVERNMENT INSTITUTES

1. Indian Institute of Mass Communication, New Delhi
2. Gauhati University, Guwahati
3. Assam University, Silchar
4. Dibrugarh University, Dibrugarh
5. Institute of Mass Communication, Film and Television Studies, Kolkata
6. Institute of Mass Communication and Media Technology, Kurukshetra University, Kurukshetra
7. Assam Women's University, Jorhat
8. Tezpur University, Tezpur
9. Cotton University, Guwahati

### PRIVATE INSTITUTES

(Please check if institute is affiliated and accredited with UGC before applying)

1. St. Xavier's College, Mumbai
2. Assam Institute of Mass Communication and Media Research Guwahati
3. Asian Institute of Management and Technology, Guwahati
4. Assam Don Bosco University, Guwahati
5. Vivekananda Institute of Professional Studies, Delhi
6. NSHM Knowledge Campus, Kolkata

Information on the institute rankings can be found at - <https://www.nirfindia.org/2022/Ranking.html>

### DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

### ONLINE COURSE

- NPTEL\* Swayam - [https://onlinecourses.swayam2.ac.in/nou21\\_ge02/preview](https://onlinecourses.swayam2.ac.in/nou21_ge02/preview)
- Udemy - <https://www.udemy.com/courses/search/?src=ukw&q=PR+management+>
- Coursera - <https://in.coursera.org/courses?query=public%20relations>

\* NPTEL - National Programme on Technology Enhanced Learning. It is by the Government of India and offers a variety of courses in an audio-video form

### EXAMPLE FROM THE FIELD

**Nandita Lakshmanan** is the Founder CEO of The Practice which is a well known independent PR firm in India. She began her PR career in 1993 with Genesis PR. She was responsible for starting and spearheading the company's technology-focused division as well as operations in the South. Nandita has been instrumental in developing strategies for leading multinationals like Intel, IBM Software Group, 3M etc. In her stint at Genesis PR, she was instrumental in launching the Indian operations of Volvo, Symantec, and Varsity Perkins.\*

Source: <https://www.exchange4media.com/pr-watch-news/nandita-lakshmanfounder-and-ceothe-practice-86090.html>

*\*The above information is for training purposes only and will not be used for any commercial gains*