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The Press Club, Mumbai, Glass House, Azad Maidan, Mahapalika Marg, Mumbai - 400 001 | Phone: 022 2261 6463 / 98207 98276

THE PUBLIC RELATIONS & MEDIA MANAGEMENT PROGRAM

PROSPECTUS – January, 2014:

1. The PR & Media Mgmt Program:

- ❖ Is a ‘HIGH-VALUE INDUSTRIAL CERTIFICATION’, developed by media experts ‘PRIMECORP99’ & certified by India’s premiere Media Institute, the prestigious ‘Press Club, Mumbai’ – the hub of the Indian Media.
- ❖ Is a **Career-Oriented** program, offering you a reputed & quality academic platform to ‘PowerCharge Your Career’ as a **certified Communications Professional** within the booming Communications Industry as well as ANY other industry as a **Corporate-Communications Specialist**.
- ❖ Offers **6 vital factors** to ensure ‘**MAXIMUM EMPLOYABILITY**’ for a Brilliant Career:
 1. **High-Value Industrial Certification**
 2. **Complete Skill-Sets** for Communications Professionals
 3. **Specialisations** (in Public Relations / Journalism / Event Mgmt / Advertising / Corporate Communications)
 4. **Work-Experience** before course completion (via real-time projects)
 5. **Placement Assistance**
 6. The **Perfect Networking Platform** for all Communications Professionals – The Press Club itself!
- ❖ Batch size of **15 participants ONLY** to ensure one-on-one focus on your career with Coordinators.
- ❖ **No exams, only assignments!**
- ❖ Offers a unique system of **customized, real-time assignments** based on your specialization or career focus, providing **job-specialization**, to **maximize your potential in the job market**.
- ❖ Is developed in response to the increasing **new-age media & specialized skills** required in the Corporate Communications & Media sectors (Public Relations, Journalism, Event Management & Advertising).
- ❖ Offers a **comprehensive, balanced curriculum comprising traditional and new-age Media practices**, covering the latest trends and challenges in the **Print, Electronic and Digital/Social Media** domain.
- ❖ Provides **Placement Assistance** with a huge corpus of corporate, non-corporate and media agencies looking forward to absorb our certified participants!

2. Content:

The program comprises **8 modules**, offered at two levels - Basic and Advanced, as under:

Content for BASIC Course comprises:

- I. Mass Communications & Media Principles
- II. Proficiency in Public Relations & Corp Comm.
- III. Proficiency in Media Management & Sectors
- IV. Writing Skills

Content for ADVANCED Course comprises:

- V. Specialisation Sectors
- VI. Crisis Management
- VII. Social Media Expertise
- VIII. Professional Grooming for Comm. Specialist

Please Note: A **detailed and personalized ‘Professional Assessment Evaluation’** is provided to each student on completion of the Basic Course. This is an instrumental tool of analysis for professional development and serves as a guiding point for the student and the coordinator to mutually decide upon the preferred area of specialisation.

3. Entry Conditions / Eligibility:

- Applicants should be at least 18 years of age OR should have completed Class XII (HSC)
- Applicants should have basic knowledge of written / spoken English & usage of the internet

4. STRUCTURE: Courses are offered under the 'Weekday Morning', 'Weekday Evening', 'Weekend (Sunday)' and 'Correspondence' formats, as under:

BATCHES:	<u>WEEKDAY MORNINGS</u>	<u>WEEKDAY EVENINGS</u>	<u>WEEKEND / SUNDAYS</u>
Frequency	Twice a week	Twice a week	Once a week
Days	Monday & Wednesday	Monday & Wednesday	Sundays Only
Timings	9:00am–11:30 am	6:15pm – 8:45pm	9:30am – 2:30pm
Class Duration	2.5 hours	2.5 hours	5 hours
Course Duration	Basic: 6 weeks	Basic: 6 weeks	Basic: 6 weeks
Course Duration	Advanced: 6 weeks	Advanced: 6 weeks	Advanced: 6 weeks
Course Fees	Basic: Rs. 20,000/-	Basic: Rs. 20,000/-	Basic: Rs. 20,000/-
Course Fees	Advanced: Rs. 20,000/-	Advanced: Rs. 20,000/-	Advanced: Rs. 20,000/-
Location	The Press Club, Mumbai	The Press Club, Mumbai	The Press Club, Mumbai
Course Dates	Jan 15 th , 2014	Jan 15 th , 2014	Jan 15 th , 2014

**** AVAIL DISCOUNT of Rs. 5,000/- on Full Enrolment @ Rs. 35,000/- ONLY, instead of Rs. 40,000! ****

***** GROUP DISCOUNTS: Rs.1,000/- for upto 3 students & Rs.2,000/- for upto 6 students!! *****

Please Note:

- Fees are all inclusive, there are no hidden charges. Fees cover Registration, Professional Consultation, Expert Assessment, Tuition, Stationery, Certification, Temporary Press Club IDs & Placement Assistance.
 - Correspondence Courses are available for enrollment @ Rs. 25,000/-. Placement Assistance not included.
5. **Professional Recognition:** The 'Public Relations and Media Management Program' is a HIGH-VALUE INDUSTRIAL CERTIFICATION, approved and certified by the prestigious Press Club of Mumbai, the nucleus of Indian Media, greatly enhancing value-addition in terms of quality education and employability.
6. **Teaching Methods & Assessment:**
- Highly interactive sessions; Assignment based merits - mainly in-class; Workshops by Industry Experts.
 - Assessments based on coursework (assignments, strategy-docs, presentations) & interactive sessions.
7. **Placements:**
Assistance provided for career opportunities from within the media, corporate and non-corporate sectors.
8. **Contact Details:**
- Website : www.primecorp99.com
 - Mail : primecorp99@gmail.com
 - Call : 9820798276
 - Office Address: The Press Club of Mumbai, Glass House, Azad Maidan, Mahapalika Marg, Mumbai-400 001

Kindly Note:

- ❖ Certificates are provided on completion of assignments and adequate attendance (85% compulsory).
- ❖ Course material is provided on completion of each module, no need for note-taking.
- ❖ All decisions in terms of student admissions/entry, attendance, certification, merits and course-conducting rests with the Course Coordinator and the management of The Press Club, Mumbai.
- ❖ Fees once paid will not be refunded.