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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 - JUNE, 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 4-month, Career-Oriented program, offering you the most recognized platform to 'PowerCharge Your Career' as an Industrially Certified Communications Professional across ALL Industries – Media and Non-Media.
- ❖ Offers 6 vital factors to ensure 'MAXIMUM EMPLOYABILITY' & 'SUCCESS' 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 customized, real-time assignments)
 5. Placement Assistance for job-seekers, start-ups, entrepreneurs, job/industrial switches, etc.
 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 via Mentorship with Coordinators.
- ❖ No exams, only assignments! (Mainly in-class, no Homework culture!)
- ❖ Offers a unique system of customized, real-time assignments based on your specialization or career focus, providing job-readiness, to maximize your potential in the job market.
- ❖ Trains you in Social Media efficiency with & other Advanced Communications Skills.
- ❖ 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 the 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 the ADVANCED Course comprises:

- V. Crisis Management
- VI. Social Media Expertise
- VII. Advanced Studies in Media Mgmt & Planning
- VIII. Professional Grooming for Comm. Specialist

3. Entry Conditions / Eligibility:

- Applicants should be graduates OR should be above 18 and completed Class XII (work experience would be an advantage).
- Applicants should have good written / spoken English skills & be internet-friendly

4. Professional Recognition: The 'Public Relations and Media Management Program' is a HIGH-VALUE INDUSTRIAL CERTIFICATION, certified by the prestigious Press Club of Mumbai, the Apex body of the Communications Industry and the nucleus of the Indian Media, greatly enhancing value-addition in terms of quality education and employability.

5. Methodology:

The 4-month 'PR & Media Mgmt. Program' is offered as a Basic & Advanced Course, spanning 2-months-each. Since most of our participants come from diverse academic/professional backgrounds, we conduct an intensive, Career-Mapping Consulting Session with you at the time of enrollment to ensure that the course realizes your specific career-goals.

The Basic Course provides a thorough introduction and understanding of the Communications Industry today, and a hands-on insight into the workings, culture, expectations and deliverables of its 5 Sectors (PR, Journalism, Corp-Comm, Event Mgmt & Advertising), which are

offered to you as specialisations. The In-class assignments (oral, written, individual and group) enable the coordinators to identify your areas of strengths & opportunities-to-improve, as a communicator. A detailed, one-on-one 'Professional Assessment Evaluation' (PAE) is conducted on completion of the Basic Course. The PAE is an instrumental tool of analysis for professional development, as you are made aware of your qualities as a communicator. This, along with your knowledge acumen in the Basic Course, serves as an effective guiding point to choose your specialization(s). You could choose multiple specialisations.

The Advanced Course further hones your training in advanced communications skills, where assignments are customized as per your specialization(s), in keeping with your career-goals, as well as your convenience/flexibility wrt time, area and field-preference. These could include outlining professional documents (that you would use on-the-job, post course completion) and/or your participation in relevant, real-time work-projects (that would provide you with certified job experience before course completion). Workshops/Guest lectures are held by Industry experts.

6. Structure: Courses are offered under the 'Weekday Morning'; 'Weekend (Sunday)' and 'Correspondence' formats:

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

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

***** Group DISCOUNTS on Joint Enrollments: Rs.1,000/- (2-3 patrons) & Rs.2,000/- (4-6 patrons)!! *****

Please Note:

- Fees are all-inclusive, there are no hidden charges. Fees cover Enrollment & Registration, Professional Consultation for Career Mapping, Expert Assessment, Tuition, Stationery, Certification, Temporary Press Club IDs & Placement Assistance.
- Correspondence Courses are available for enrollment @ Rs. 25,000/-. Placement Assistance not included.

7. Placement Assistance:

Once certified, we work with you on your Placement preference for career opportunities from within the media, corporate and non-corporate sectors. You could be looking for full-time or part-time or project-based work. You could be looking to start a career as a young executive OR making a comeback after a break OR looking for a job/industry switch OR a promotion at your current workplace OR setting up a start-up as an entrepreneur OR freelancing/moonlighting OR simply starting out late... We provide complete placement assistance with regard to work preference as well as consultation.

8. Assessment & Certification:

- Highly interactive sessions; Merits based on Assignments.
- Assessments based on coursework (assignments, strategy-docs, presentations) & interactive sessions.
- Certificates are provided on completion of assignments and adequate attendance (85% compulsory).

9. Contact Details:

- Website: www.primecorp99.com • E-Mail: primecorp99@gmail.com • Call: 9820798276
- Office Address: The Press Club of Mumbai, Glass House, Azad Maidan, Mahapalika Marg, Mumbai-400 001

Kindly Note:

- ❖ Comprehensive 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.
- ❖ Appointments need to be fixed in advance, please call before visiting.