

DIPLOMA IN PUBLIC RELATIONS

DURATION
(REGULAR) 1 YEAR
(FAST TRACK) 3 MONTHS



ELIGIBILITY: 10TH PASS

WORK EXPERIENCE: 2 YEARS

COURSE DESCRIPTION

Whether a brand or corporation interacts directly with the public or not, the impact of public opinion is undeniable. Severe reputational harm has the capacity to rock a corporation to its core, or even herald its doom, regardless of its size or primary purpose. On the other end of the scale, a sudden surge in good public opinion may catapult even the tiniest of firms to amazing heights almost overnight. The work of the public relations professional is one of immense problems, obligations, and unlimited opportunities, since it is charged with the task of monitoring, managing, and, to a considerable part, influencing public opinion. This Certificate in Public relations gives a quick yet thorough introduction to the field of contemporary public relations, offering a wide range of key concepts and essential theoretical principles. Candidates are progressively guided through the subtleties of professional PR and ultimately imbued with the knowledge and abilities necessary to take up attractive PR roles at any level, with no relevant background or experience required.

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ABOUT US

In order to integrate the personnel strategy with the employer's business, we are devoted to providing qualified, talented, and professional manpower solutions to all sectors. We also provide a variety of training options to our applicants since we think it is important to support their professional development and excellence. With a large pool of applicants ranging from recent graduates to senior jobs, Job Scan can locate, screen, assess, and select prospects who meet the requirements of the hiring manager. Using our high standards for behaviors, and we respect the contributions of each customer and applicant we work with.

SUBJECTS

- **MANAGEMENT FUNDAMENTALS**
- **PR MANAGEMENT**
- **IT LAWS**
- **INDIAN AND GLOBAL FORUMS**
- **PR MEDIA**

EXAM & DURATION

ONLINE EXAM: 2HRS/PAPER

TOTAL FEES: RS. 17,000

INTERNATIONAL FEES: \$ 300