



# SCoRe

School of COmmunications & REputation

**India's only institute  
built by Indian PR industry  
dedicated to Public Relations**

## About SCoRe

School of Communications & Reputation is India's only institute dedicated to education, training and research in Public Relations. SCoRe has been built by PR firms, Corporate Communications professionals and academia from across the globe, to create the next wave of India's most powerful PR consultants. The institute brings the most cutting-edge ideas and practices from reputation management to students and practitioners in India. Our 10-month long PG Programme in Public Relations and Corporate Communications is India's only programme endorsed by PRCAI and is a member of The Global Alliance of PR.



## Dean's Message



**Hemant Gaule**  
(Dean, Academics)

The world of public relations is full of uncertainties and opportunities, and our goal is to empower our students to excel in it. This is why we select our candidates very carefully and help them nurture and leverage their individual strengths; ultimately for them to achieve and exceed global standards of professionalism and excellence.

## What Makes us Unique

-  Guaranteed Internships and Placements.
-  Scholarships & fellowships for top performers.
-  Exclusive access to the world's largest PR Summit - PRAXIS, along with the Reputation Today Conclaves and other conferences.
-  Faculty members include senior PR and communication professionals. Masterclasses by heads of PR firms and corporate communication teams.
-  Only Programme in the world endorsed by PRCAI and Global Alliance of PR
-  Comprehensive curriculum covering all aspects of communications.
-  Practical exposure with PR campaign simulations, field projects, consultancy exposure from day one.
-  A programme covered in 10 months which typically takes two years.



The full-time programme comprises a healthy blend of theory and practice over 10 months. It takes students through the basics of communications to the advanced aspects of public relations consulting. This learning is complemented with case studies and campaign simulations with the some of India's most prominent PR faculty. There's a strong focus on professionalism, which helps our students perform from day one.

## Programme Details



**DURATION:**  
10 Months

**ELIGIBILITY:**

You must be a graduate by August of the current year



**LOCATION:**  
Mumbai

**FEES:**

₹ 2,50,000 plus GST



## Timelines

**ADMISSION  
STARTS**

November 2019

**PROGRAMME  
STARTS**

August 2020

**PROGRAMME  
ENDS**

May 2021

**READY  
FOR JOBS**

June 2021

## Testimonials



**Nicole Fichardo (Class of 2017)**  
Senior Account Executive | Avian WE

I don't think any other institute gives you such exposure to PR consultancies & access to networking and knowledge platforms like PRAXIS, and access to global leaders of PR firms, Corporate Communications and companies.



**Reenal Lobo (Class of 2018)**  
Executive | MSL

SCoRe doesn't just teach you what public relations is, but it makes you fall in love with it. They mould and guide you, and make sure you're exposed to every aspect of PR, until you are ready for the world of PR.



**Urvashi Rawat (Class of 2019)**  
Executive | Edelman

The biggest asset of this programme is how well-structured and hands-on it is. It covers every aspect of PR as well as being a great professional. Not only are you learning in the classroom but also out there in consultancies and directly from communications professionals which helps us start performing faster when we start working.



**Anjana PV (Class of 2019)**  
Account Executive | Adfactors PR

The best part about SCoRe is that we get to network with the biggest names in PR and communications and volunteer at many events. By the end of the programme, most Indian PR CEOs and heads of Corporate Communications know us well. This helps not just our career prospects but helps us grow as an individual as well.



## International Internship

All-expense paid internship offered at WE Communications, Singapore



## Dean's List

Top three students are rewarded with all-expense paid participation to three unique international conferences.



## PRAXIS

Opportunity to organise & participate in the world's largest PR summit



## Consultancy Visits

Daylong immersion sessions at offices of leading PR consultancies



## Masterclasses

Weekly interactions with leaders of Corporate Communications and PR Consultancies



## Exchange Programme

Student exchange programme with Quadriga University, Berlin



## Term 01

**AUGUST 2020**  
SEPTEMBER  
**OCTOBER 2020**

### WHAT WILL YOU LEARN?

Fundamental aspects of communications for PR  
refinement of writing and presentation skills

#### COURSES

Consumer  
Behaviour

Writing Skills

Political & Corporate  
Communications

Marketing & Brand  
Management

### WHAT WILL YOU LEARN?

Technical aspects of Public Relations  
PR campaigns through simulations and projects

**NOVEMBER 2020**  
**DECEMBER 2020**

## Term 02

Data  
Analytics

Campaign  
Planning

Media  
Engagement

Integrated  
Communications

Strategic  
Storytelling

#### COURSES

## Internship

**JANUARY 2021**  
**FEBRUARY 2021**

### WHAT WILL YOU LEARN?

Public Relations Internships with one of India's  
top 10 PR firms. Option to intern in Mumbai, Delhi/  
Gurgaon and Bengaluru

### WHAT WILL YOU LEARN?

Advanced aspects of PR & apply them in live  
projects offered by corporates.  
Micro internships are organised in various PR firms

**MARCH 2021**  
APRIL  
**MAY 2021**

## Term 03

PR  
Projects

Business  
Development  
& Pitching

Client  
Servicing

Advanced  
PR Techniques

Specialist PR  
(Celebrity, Sports,  
Lifestyle, Tech etc.)

#### COURSES

## Final Placement

**MAY 2021**

### WHAT WILL YOU LEARN?

Interact with your choice of PR firms where the final  
placement decision is made. Your job begins in June  
(or whenever you and your company mutually decide)



## Faculty



Nitin Mantri

Avian WE  
Campaign Planning



Nikhil Dey

Weber Shandwick  
Client Servicing



Amith Prabhu

SCoRe  
Public Relations



Rama Arya

The Communique  
Presentation Skills



VK Menon

Communicate India  
Corporate Communications



Shreya Krishnan

Anviti Insurance Brokers  
Integrated Marketing  
Communications



Asif Upadhye

Yellow Seed & SPRD  
Content Strategy



Anubhuti Mathur

Reputation Today  
Writing Skills

## Advisory Board



Dr. (Mrs) Pragnya Ram

Aditya Birla Group



Glenn Osaki

University of Southern California



Madan Bahal

Adfactors PR



Nandita Lakshmanan

The Practice



NS Rajan

Ketchum Sampark



Begoña González Cuesta

IE School of Communication,  
Spain



Leslie Gaines-Ross

Weber Shandwick



Sunil Gautam

Pitchfork Partners

## Advisory Council



Archana Jain

PR Pundit



Rakesh Thukral

Edelman India



Amit Misra

MSL - South Asia



Deepshikha Dharmaraj

Genesis BCW



Swati Rangachari

Sterlite Technologies Limited



Sujit Patil

Godrej



Ophira Samuel-Bhatia

Mondelēz International



Shrutidhar Paliwal

Aptech Limited

## Placements

Our students are placed in illustrious companies such as:

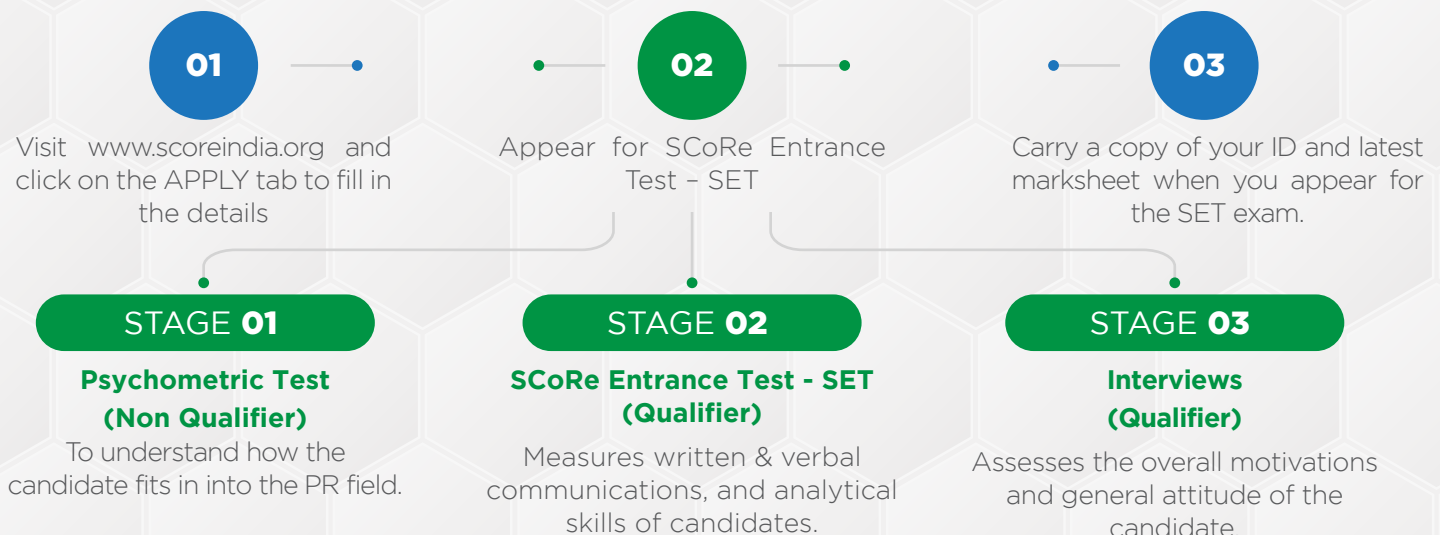


## Scholarships

SCoRe offers four scholarships supported by the industry, to recognise excellence, talent and commitment to the PR profession. The scholarships are offered to the students on the basis of their performance before and during the programme.

Topper of Entrance Test	Most Creative Student	Most Socially Conscious Student	Decathlon Contest Winner
Vishwajeet Ganpate Memorial Scholarship	Vivek Padiyar Memorial Scholarship	Mihir Bijur Memorial Scholarship	Ananya Mukherjee Memorial Scholarship
₹ 20,000	₹ 30,000	₹ 40,000	₹ 50,000

## How to Apply?





# SCoRe

School of COmmunications & REputation



3rd Floor, Kohinoor Business School,  
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