

LSPR is responsible for developing and maintaining the quality of the syllabus, along with assessing the output.

### An Integrated Approach to Public Relations

Day	Topic
<b>Week I</b>	
1	An Introduction to Public Relations and Marketing Communications
2	The Process of PR: The New Consumer
3	Strategy and Planning, Research and Target Audiences
4	Media Relations I: Different types of Media & Media Relations II: Techniques
5	The Internet and ePR
6	Brands and Brand Management
7	Corporate Identity and Reputation
<b>Week II</b>	
1	Developing and Presenting Plans and Proposals
2	Event Management and Sponsorship
3	Issues and Crisis Management
4	Basic Finance and Business Operations in PR
5	Media Analysis/Evaluation: Market Research
6	Revision and Recap
7	Examination & Feedback

### Faculty:

- **Noni Chawla**, Consultant, Max India ● **John Dalton**, Director, LSPR ● **Sabas Joseph**, Director, Wizcraft
- **Anil Kalaga**, Former Professor, MICA ● **Irfan Khan**, VP, Corporate Affairs, Coca Cola ● **Nilima Khanna**, CEO, Carma India ● **Charlotte Lester**, CEO, First & 42nd ● **Subir Moitra**, Head, The Media Resource
- **Ashwani Singla**, Managing Partner, Genesis PR.

The course is practical and relies on the tutor's professional and commercial experience rather than theory alone.

### Application to study for the Diploma

#### Personal Details

Name \_\_\_\_\_

Residence Address \_\_\_\_\_  
 \_\_\_\_\_

Office Address \_\_\_\_\_  
 \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Mobile \_\_\_\_\_

E-mail / URL \_\_\_\_\_

Date of Birth \_\_\_\_\_

Are you being sponsored? \_\_\_\_\_

Yes  No

#### Academic Details


#### Career Details


I am enclosing a cheque / DD in favour of The Genesis School of Communication for the amount Rs. 35,000/- towards fees for the course.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please return your completed form to: Ms. Shubhdha Raina  
 The Genesis School of Communication, 807 B, Signature Towers, South City, Gurgaon-122 001, Haryana, India.