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

**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.

**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.

**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.
LIFE @ SCoRe

**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
CURRICULUM

Term 01
AUGUST 2020
WHAT WILL YOU LEARN?
Fundamental aspects of communications for PR
refinement of writing and presentation skills

SEPTEMBER
OCTOBER 2020
COURSES
Consumer Behaviour
Writing Skills
Political & Corporate Communications
Marketing & Brand Management

NOVEMBER 2020
DECEMBER 2020
WHAT WILL YOU LEARN?
Technical aspects of Public Relations
PR campaigns through simulations and projects

Term 02
JANUARY 2021
Internship
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

Term 03
MARCH 2021
APRIL
MAY 2021
WHAT WILL YOU LEARN?
Advanced aspects of PR & apply them in live
projects offered by corporates.
Micro internships are organised in various PR firms

MAY 2021
Final Placement
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

Arancha 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

For a complete list of mentors, visit www.scoreindia.org
Placements

Our students are placed in illustrious companies such as:

- ADFACTORS PR
- Edelman
- genesis bcw
- Ketchum
- Sampark
- Avian
- MSL
- PR Pundit
- SIMULATIONS
- SPRD
- Golinopinion
- astrum
- ideaSphere

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.

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<thead>
<tr>
<th>Scholarship Type</th>
<th>Memoria</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Topper of Entrance Test</td>
<td>Vishwajeet Ganpate</td>
<td>₹ 20,000</td>
</tr>
<tr>
<td>Most Creative Student</td>
<td>Vivek Padiyar</td>
<td>₹ 30,000</td>
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<tr>
<td>Most Socially Conscious Student</td>
<td>Mihir Bijur</td>
<td>₹ 40,000</td>
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<tr>
<td>Decathlon Contest Winner</td>
<td>Ananya Mukherjee</td>
<td>₹ 50,000</td>
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How to Apply?

01
Visit www.scoreindia.org and click on the APPLY tab to fill in the details

STAGE 01
Psychometric Test (Non Qualifier)
To understand how the candidate fits in into the PR field.

02
Appear for SCoRe Entrance Test - SET

STAGE 02
SCoRe Entrance Test - SET (Qualifier)
Measures written & verbal communications, and analytical skills of candidates.

03
Carry a copy of your ID and latest marksheet when you appear for the SET exam.

STAGE 03
Interviews (Qualifier)
Assesses the overall motivations and general attitude of the candidate.