



SCoRe

School of COmmunications & REputation

PROGRAMME HANDBOOK

— Summer Class of 2024 —

Post-graduate Programme in Public Relations & Corporate Communications

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Welcome Letter

To: Class of 2024

From: Hemant Gaule,

Dean

Dear Students,

We are happy to welcome you to SCoRe.

The world demands more of reputation managers today, than it has ever before. It is becoming more connected, and public entities are becoming more visible and interwoven into our lives. The success of organisations and people is increasingly being defined by the brands they build and the stories they tell. And Public Relations professionals are the most crucial advisors to brands on how to tell their stories.

You are at SCoRe to learn to become the best guide for brands across sectors & circumstances. A lot rests on your shoulders as students of SCoRe. And we are confident that the attitude and acumen you bring will power you to thrive. You will be required to hone skills, harbour attitudes and practice professionalism above and beyond what have been the norm in communications. We are here to ensure that your next 10 months will be incredibly memorable, highly enriching, and will form a strong foundation to a powerful career in Public Relations.

This handbook will serve as a reference material to introduce the programme to you, so we recommend you go through it thoroughly. It will also give you an overview of how the programme will approach your learning so that you can prepare yourself in advance. The ideas and approaches shared in this document have been developed with the current context in mind with a reasonable calibration for future. However, some of these may evolve through the course of the programme as a result of our focus to bring you the best and the latest in communications education. Therefore, my most crucial advice at the outset of the programme will be to be flexible and quick to adapt changes.

We are reachable at all times throughout the duration of this programme to address any queries and grievances you may have.

Please do not hesitate to reach out to me on 99671 4322 for anything that you feel needs another opinion, or by chance the attention of a senior woman, please call Ritu Bararia – one of our lead mentors on 98188 66199 or Tamanna Singh, Student Affairs Manager on 9608161815.

Hemant Gaule

Mumbai

SCoRe Values and Pledge of Honour

I,, a student of SCoRe, solemnly commit myself today to be
[First Name Last Name]

Street-smart - for a tough world

Courageous- for a rough ride, to take initiative, and tackle difficult challenges head on

Outstanding- in every effort I make to achieve my maximum professional capability

Restless - to learn, acquire knowledge and progress myself

Ethical - no matter how big the stakes and how tough the competition against me

I further commit myself to making the most of the opportunities that will be made available to me at this institute.

I make this pledge voluntarily as I resolve to be worthy of the membership of SCoRe, and the Indian PR community.

Signature

Date

About SCoRe

The School of Communications and Reputation (SCoRe) is an institute dedicated to the development of education & research in reputation management. It is a first of its kind collaborative effort by the communications fraternity to come together to educate and train future talent.

Advisory Board

The Advisory Board comprises senior Public Relations professionals – both from India and abroad, who will help give the school a direction for the future.



DR. PRAGNYA RAM

Group Executive President-
Group Head - CSR,
Legacy Documentation &
Archives Aditya Birla Group



GLENN OSAKI

Senior Vice President & Chief
Communications Officer,
University of Southern California
EX- PRESIDENT, ASIA PACIFIC,
MSL



MADAN BAHAL

Co-founder and MD
ADFACTORS PR



NANDITA LAKSHMANAN

Chair Person
THE PRACTICE



BEGOÑA GONZÁLEZ-CUESTA

Group Executive President-
Group Head - CSR,
Legacy Documentation &
Archives Aditya Birla Group



LESLIE GAINES-ROSS

Reputation Expert
Ex-Chief Reputation
Strategist Weber
Shandwick



SUNIL GAUTAM

Co-founder
PITCHFORK PARTNERS



ARUN SUDHAMAN

Co-founder
CEO and editor-in-chief,
PProvoke Media



BELA RAJAN

Founder and Former Director
KETCHUM SAMPARK



NS RAJAN

Founder and Former Director
KETCHUM SAMPARK
Chief Mentor, SCoRe



NITIN MANTRI

Former President,
ICCO & PRCAL,
Group CEO, Avian WE



SONYA MADEIRA

Founder and Director
RICE COMMUNICATIONS

Academic Council

The Academic Council is made up of Leaders of Public Relations & Corporate Communications who will help formulate the curriculum and career opportunities at SCoRe.



AMEER ISMAIL

President
LINTAS LIVE



DEEPSHIKHA DHARMARAJ

CEO
BCW India Group



SWATI RANGACHARI

Vice President and Country
Leader - Public Affairs and
Strategic Engagements -
UnitedHealth Group



SUJIT PATIL

VP & Head, Corporate Brand and
Communications
Godrej Industries



OPHIRA BHATIA

Director, Corporate &
Government Affairs India,
Mondelez International



SHRUTIDHAR PALIWAL

Co Founder and Lead,
Branding & Corporate
Communications
Playwise



SEEMA AHUJA

VP & Global Head,
Corporate Communications
Biocon



RAZA KHAN

Head, Public Relations &
Communications
Udaan.com



PARESH CHAUDHRY

Group Executive Director
Value360 India



SUNAYNA MALIK

Managing Director & Senior
Vice President (APAC)
Archetype



AMIT MISRA

CEO
MSL South Asia



NIKHIL DEY

Executive Director
Adfactors PR



RAKESH THUKRAL

Managing Director
Edelman India



ARCHANA JAIN

Founder
PR Pundit



RISHI SETH

Co-founder
Cohn & Wolfe Six Degrees



KUNAL KISHOR SINHA

Co-Founder & CEO
Value 360 Group

Mentors



AMITH PRABHU

Co-Founder & Founding Dean

[amithpr](#)

Besides being a faculty himself, Amith looks after mentorship network, strategic partnerships at SCoRe

Amith is a native reputation management professional with over fifteen years of experience having worked both in leading consultancies and in-house. He holds a Masters in Communications Management. He is the co-founder of PRAXIS. Amith was chosen as the Indian PR Professional of the Year in 2014. He writes Indian's longest running weekly column on Public Relations.



HEMANT GAULE

Co-Founder & Dean

[HemantGaule](#)

Hemant directs and oversees all operations both domestically and internationally, including shaping academic curricula of full-time & corporate learning programmes

After graduating from the IIM Ahmedabad, he has been a communications & education professional. He was a part of a team that spearheaded the national election campaign of India's current Prime Minister Mr. Narendra Modi. the first Indian to be conferred as a Fellow Accredited Public Relations Practitioners by ASEAN PR Network. In 2022, he was named among 40 Young Turks of India.



RITU BARARIA

(SENIOR DIRECTOR)

[RituBararia](#)

Ritu heads special projects at SCoRe and serves as a counsellor to the students of our Post Graduate Programme

Ritu is a passionate Public Relations & Communications leader having spearheaded Communications mandate with renowned brands for two decades. Ritu is an expert in the realm of Travel, Hospitality and Aviation. She is a published author and her book 'The Little Joys of Communications' discusses varied PR and communications practices and her own experiences as a Communications leader. Ritu has been acknowledged as and listed amongst Asia's 100 Power Women Leaders 2023.

Team



TAMANNA SINGH

Manager, Student Affairs

 @TamannaS03

Tamanna oversees administration of the PG Programme along with mentoring students for their careers

Tamanna is an experienced PR and Communications professional with a PG Diploma in PR and Corporate Communications from SCoRe. With a background in English Literature, and experience in education and PR consulting, she brings a unique blend of expertise in creating learning opportunities for PR learners.



JOULYN KENNY

Sr. Manager, Marketing & Communications

 @k_joulyn

Joulyn leads marketing and communications efforts at SCoRe, with a focus on liaising with the student communities and the industry.

Joulyn has vast experience in the Education Sector, Communications & Forensic Sciences, with a focus on counselling for communications courses. At SCoRe she helps foster connections between students and the PR community to position students in the best way possible with their future stakeholders, as they transition to the corporate world.

Programme Accreditation

Global Alliance



The Global Alliance for Public Relations & Communication Management is the confederation of the world's major PR & communication management associations & institutions, representing 360,000 practitioners & academics around the world. It is a not-for-profit organisation based in Switzerland.

The Global Alliance's mission is to unify the public relations profession, raise professional standards all over the world, share knowledge for the benefit of its members and be the global voice for public relations in the public interest. By partnering with regional, national and international bodies to increase professionalism in public relations and communication management, this Alliance works to enhance the collaborative professionalism of the industry among its constituents worldwide.

One such partnership is with SCoRe, wherein the Global Alliance provides the Accreditation to SCoRe's PG Diploma in PR. The Accreditation translates into a global recognition of the education provided by SCoRe, thereby opening avenues for its graduates to explore careers internationally. SCoRe's PG Diploma in PR is the first such Diploma in South Asia to be Accredited by the Global Alliance.

PRCAI



Public Relations Consultants Association of India (PRCAI) is "The Voice of India's Public Relations Consulting Business". Representing some of India's largest and best known consultancies in the PR business, PRCAI has grown into being the nodal association for the consulting community. It is also seen as the reference point for ethics, standards and best practices.

The Association is also a member of ICCO - International Communications Consultancy Organisation and bodies such as EPACA. More at www.prcai.org.

SCoRe's PG Programme in Public Relations and Corporate Communications is the only such programme in India to be endorsed by the association. In June 2015, PRCAI and SCoRe formalised a collaboration to educate and train the next wave of top quality PR talent. The collaboration intends to increase the contribution and involvement of the Public Relations community towards knowledge enhancement and skill building in Public Relations.

1. The Programme

1.1. Programme Objective

The objective of this programme is to develop you into competent public relations consultants capable of providing reputation management counsel in any sector and variety of goals and constraints. The goal is also to inculcate highest levels of professionalism and work ethic laudable to match and exceed global standards.

The programme specifically aims to:

- Expose you to the communications ecosystem of India, its working parts and roles of its actors.
- Hone the fundamental and technical skills required to be a robust communications consultant.
- Provide ample opportunities to learn, interact with leaders of communications and businesses and apply their learning in practice.

1.2. Academic Approach

The programme addresses five key types of skills and attitudes that are the essence of excellence in Public Relations. These are derived from extensive research, spanning over several years and geographies, with stakeholders of Public Relations talent. These skill areas have formed the framework for the development of this programme, a sample of which framework is displayed below:

Awareness	Behavioural	Attitudinal	Fundamental	Technical
Expectation of Consultancy Life	EQ, Human Psychology	Building Partnerships	Writing	Rich Media Content development
PR and Media	Teamwork	Handle Pressure	Documentation	Media Relations
Ecosystem	Leadership	Staying updated	Analytical Thinking	Insight & Planning
Organisational Protocols	Professionalism	Being "Street-smart"	Research	Online Community Management
Knowledge Resources	Ethics	Taking initiative	Creativity	Business Development

These areas are addressed in the composition and delivery of a solid curriculum over two terms:

Term 1	Internship	Term 2
Awareness: Repairing awareness by providing a comprehensive understanding, the principles and work culture of PR	Application of classroom knowledge in the real world of PR and gain industry exposure.	Awareness: Skills necessary to navigate complex PR challenges like crisis communication, measurement and evaluation in PR
Behavioural: Working in large teams, dealing with uncertainty; Participation in corporate networking events (PRAXIS)	Learning professionalism & ethics, operating as functioning PR firms.	Attitudinal: Targeted networking & content development; Business development, client & account management
Attitudinal: Periodic & demanding assessment to acclimatise to pressure;	Learning to work with diverse teams in a fast paced environment with real goals.	Technical: Advanced & sector & communications specific applications of PR
Fundamental: Honing fundamental aspects of communications - Writing, Research, Presentations, Communications concepts frameworks etc.	Application of classroom knowledge in the real world of PR and gain industry exposure.	Fundamental: Receiving & deconstructing briefs; robust research & reporting
Technical: Activating digital identity & usage (proactive use of SM, Blogs); Introduction to Data Analytics	Responsibilities and performances are carefully tracked periodically	Technical: Advanced Media relations & Advanced digital & new media applications; building content across the platform
On ground activity: Live projects & consultancy/corporate office visits to grasp organisational protocols	The target to convert the internship into full time roles as pre-placement offers.	Behavioural: Earning leadership roles, and demonstrating initiatives
July- Dec	Jan- Feb	Mar- Apr

— 1.3. Instruction Formats

The learning objectives are met by various modes of instruction & tools that are periodically customised according to how you respond to them.

1. Course Sessions _____ **18 Courses**

The courses range from fundamentals of communications to skills specific to PR. Pedagogy is largely decided by the instructors, & ensures interactive learning based on live examples & opportunities to apply the learning during the programme. For every course, a substantial weightage is given to Class Participation.

The list of courses is given in section 1.5.

2. Masterclasses _____ **30 Masterclasses**

These are interactive sessions where the senior leaders of PR and Corporate Communications share their experiences and insights. You are encouraged to make the most of these interactions by way of learning, networking and leaving a positive impression.

3. Whitepaper _____ **1 Research Study**

You will create a whitepaper by the end of the programme, and present it to relevant stakeholders. You will get to choose a topic pertaining to reputation management in either Corporate or Public Communications space. You may also link it to the kind of specialisation you want to pursue.

4. Live Projects _____ **1 Live Projects**

You will have the opportunity to experience working as Public Relations consultants with at least one real life client. The goal is to experience every aspect of working with real clients & real-life communications objectives.

5. Campaign Playbook _____ **20 Campaigns**

Campaign Playbook is a series of award-winning campaigns which will be discussed by the industry expert who had worked on the same campaigns. They will assign an assignment and you have to do it in a group and present it to the guest faculty member followed by a discussion by the same person on how they executed the campaign.

— 1.4. Professional Practices —

In addition to these interactions, the following key practices are institutionalised to help you adopt and professionally excel at these skills.

1. Daily Media Scans_____180 Days

You will scan a general, business and a local newspaper daily and track news on various businesses, brands, and people, and the economy. You will be allotted sectors for the same which will rotate after every two to four weeks. Media scans will happen in the class.

2. Inclass Writing_____1 Month

You will write one blog in class every day for the first month of your programme, i.e., in July, starting at 9.45 a.m. and submitting it at 10.30 a.m. on Google Classroom. The topics will be assigned to you in class on the same day.

3. Weekly Blogs_____40 Blog Posts

You will write a blog post weekly & publish it on your personal blog pages. Each blog will be reviewed & continuous feedback is provided to help you improve your writing, and develop a habit of writing regularly.

4. Monthly Book Reviews_____8 Books

You will read and review one book each month. You are free to select non-fiction books preferably related to business or communications. The book review is conducted in person in the class by the end of the month.

5. H.E.L.L. Week_____2 Weeks

High-efficiency learning leg is a week-long activity for you to experience the day to day life of a PR professional. There will be two H.E.L.L. Weeks, one in the beginning of the programme and one right after your internships.

6. Conferences_____100 event hours

You will help and participate in at least two national Public Relations conferences each year which will give you a chance to contribute (promoting, developing content, support the event etc.), to learn and network with leading professionals.

7. Brainstorming Sessions_____1 session per week

Every week, you will brainstorm an idea in different groups to solve one problem. You will be given the task on the spot and will have two hours to brainstorm and present it.

8. Corporate Visits _____10 Organisations

You will visit offices of various PR consultancies and corporations to get insiders' view into the work, culture and environments of these organisations. You will be expected to take these opportunities to make better informed decisions on your internship and recruitment preferences, as well as impress future employers.

9. Weekly Wisdom _____1 session every week

You will share your one new learning of the week in class. This activity will take place by the end of the week.

10. Blogathon _____60 Days Challenge

For two months, you will write 1 blog post per day. In the first month, you must write a blog within one hour and submit it on Google Classroom by 10.30 a.m. The topic will be given on the same day at 9.30 a.m. For the second month, you will have an entire day to create a blog and submit it to Google Classroom.

1.5. Curriculum

The curriculum is designed to help you build strong foundations on communications, understand concepts and dynamics of reputation management and eventually apply your consulting toolkits on real-life communications issues. It comprises academic courses complemented by professional practices, and spread over the course of the programme. The following are the courses offered:

*Credits signify the relative weightage of the course in assessment & contact hours:

Term 1

No	Course Title	Credit	Objective
1	Public Relations	2	Overview of Public Relations and the Indian PR ecosystem, major players and practices, trends and outlooks
2	Business Writing	3	Strengthen the foundations of writing skills of candidates - spelling, grammar, syntax, vocabulary and sentence construction
3	Marketing & Brand Management	2	Fundamentals of marketing and brand management, and consumer behaviour – understanding theories, frameworks and practices of marketing to build campaign strategies
4	Digital Media	2	Familiarising you with design theories and various graphic designs tools to develop precise visual content
5	Media Writing	2	Learn to write press releases, media pitching mails on various aspects (E.g. for interaction opportunities, industry stories, authored articles, new client pitch mail, etc.)
6	Communications Research	2	Develop comprehensive research skills and impeccable writing practices, to be applied for various forms of content development, How to gather information through primary sources, design and execute primary research, analyse and integrate its insights into larger research objectives
7	Data Analytics	1	Learn to manage, structure, analyse and draw insights from data and information in various formats, by using prominent data management and analysis tools
8	Managing Media	2	Understand the media landscape & enable candidates to effectively engage with media, with the right etiquette and strategies, in various scenarios and campaigns. In addition, enable candidates to create a detailed media list on different sectors like, FMCG, hospitality, Auto, BFSI, lifestyle, startup and also identify some profiling columns in various publications.
9	Presentations Skills I: Preparing Presentation Tools	2	Create powerful presentations, and learn how to best depict ideas on powerpoint, to develop speed and make various features work to your advantage
10	Presentations Skills II: Delivering Presentations	2	Learn how to give an engaging presentation with right body language

Term 2

No	Course Title	Credit	Objective
11	Corporate Communications	2	Gain an overview of Corporate Communications, its value and relationship with Public Relations, its various components and how it is practiced in India.
12	Campaign Planning	2	Become capable of designing & executing PR campaigns; from linking client objectives to target audiences, measurement and optimisation
13	Integrated Marketing Communications	1	Elements of a 360 degree campaign management and the processes of integrating PR, Marketing, Advertising & other communications practices into achieve a central strategy.
14	Measurement	1	Understand the theories and practices of measurement of earned media, and learn how to measure and optimise a variety of campaigns
15	Account Management	1	Understand the theories and practices of measurement of earned media, and learn how to measure and optimise a variety of campaigns
16	Business Development	1	Understand planning and management of multiple accounts in consultancy set up; prioritising and managing expectations across various stakeholders
17	Delighting Clients	1	Learning techniques and approaches to tackle extraordinary and complex public relations issues, manage uncertainties and variable stakeholder expectations
18	Macroeconomics	1	Equip candidates with effective professional & interpersonal client servicing skills that enhance long term value with clients

1.6. Study Groups

The class will be divided into study groups, created at the beginning of the programme. The goal of study groups is:

- To learn to take on large assignments as teams, which would not be possible individually
- To learn how to work in a team- sharing responsibilities, working across locations, delegation etc.
- Cross-learning from each other and absorbing complementary skillsets, solving queries, enhancing their knowledge and understanding of concepts learned
- Generate energy, commitment, discipline, and higher participation

Many assignments or other activities may be done in groups. In case of an assessment method done by a group, your individual grades will be the score received by the group.

1.7. Class Representatives

The Class Representative (CR) plays a crucial role in liaising between you, faculty, administration and other stakeholders. Each month, the CR will be chosen by the class to perform some key duties such as:

- Attendance Sheet
- Submission Threads
- Faculty Coordination & Classroom management
- Group coordination
- Library Management

Being a Class Representative is a privileged position of responsibility and you can nominate yourself to be one. If there are more than one nominations, CR may be chosen by the class through voting or any other means.

2. Assessment

Assessments at SCoRe are meant to:

- Ensure that you attain the ideal performance standards as Public Relations professionals
- Motivate you to achieve excellence by providing necessary feedback on their performance
- Encourage you towards superior performance rewarded as scholarships and selection for the Dean's List

The model consists of two kinds of assessment parameters:

— 2.1. Academic Assessment —

Academic assessment is done on a system that combines your relative and absolute performance into a percentage. This is a combination of four elements:

- Course Grades (60%)
- Internship Presentation (15%)
- Whitepaper (15%)
- Exit test and interview (10%)

Each course, project or activity where assessment is carried out, will have different methods of evaluation such as Class participation, Assignments, Presentations, Activities etc. Each method will have a different weightage determined by the instructor and communicated to you before the course begins.

Class Participation is the most important component of our learning & therefore assessments. CP refers to valuable contributions made to class discussion, which further the learning objectives of each session. You must participate actively during sessions in order to score high on CP.

— 2.2. Professional Assessment —

These will be tests of your readiness to perform excellently in the professional world, and how well you have assumed the five SCoRe Values. You will start the programme with 100 marks on your professional assessment, and this maybe deducted for every ethical or professional transgression.

1. Punctuality

You will be thoroughly and rigorously assessed on punctuality, the single most important and indispensable trait of a Public Relations professional. This will include being on time to lectures and other activities, meeting deadlines for submissions etc.

2. Integrity

You must exhibit impeccable integrity and ethics during the programme. Any form of dishonesty including attempts to copy, plagiarism or help others copy in any manner is strictly prohibited.

3. Project Performance

You will be assessed on the academic strength of the projects and assignments, the thinking, analytical and decision-making processes followed therein, and the practical applicability of the solutions recommended.

4. Leadership Skills

You will be evaluated on your readiness to take initiative and efficiency in leading a group.

5. Instructor Feedback

Feedback on individual class presence, personal growth and learning, as given by instructors will be given due weightage.

6. Team playing skills

You will be closely assessed in your ability to work well in teams. You are also expected to understand and manage interpersonal and group dynamics and maintain professionalism in dealing with your peers and instructors as you would be expected in professional scenarios.

2.3. Dean's List

The Dean's List recognises students who have performed exceptionally throughout the programme, over and above its basic requirements. In order to qualify for the Dean's List you must have a perfect record on all elements of your Professional assessments. Students who place in the top three in their Academic Assessments will be included on the list. Those three assessments will be:

1. Academic Excellence
2. Most Professional Graduate
3. Best All Rounder

The Dean's List is rewarded with all-expense paid exclusive learning opportunities along with the certificates of achievements.

3. Recruitment

SCoRe is dedicated to empowering you with the tools and guidance you need to excel in your career. This policy outlines the process of recruitment.

The final recruitment process starts with the internships. Most firms like to recruit from their intern pool. The process will include an extensive set of interactions between you, institute and firms, in classrooms and their offices.

3.1. Firm choices

You will get many opportunities to know about the firms during the programme through consultancy visits, pre-placement talks, and corporate events from which most of them will happen between July to September. In the meantime, you are expected to do research about the PR firms and connect to your alumni for the same.

3.2. Recruitment Preparation

The recruitment preparation starts with a recruitment preparation document followed by a CV preparation and a mock interview. You are expected to fill out the recruitment preparation document by September 5 which you will receive from the institute. The institute will assist you to create a new CV to share with the firms. Lastly, a mock interview will be conducted for you which will help you to prepare for your final placement interviews.

3.3. Application

You are entitled to share your preferences of three firm (by September 15) in which you want to intern and start working as a full-time employee. SCoRe will ensure that you have the opportunity to apply to two of these firms. If you are unable to get into any of those firms, you will be bound to take the first offer you receive.

3.5. Selection process

The selection process will start in October. The shortlisted students will appear for interviews and/or selection tests which may be held virtually or at the firms' office. Based on your performance across these processes, the firms will make you an offer. Offer details, especially compensation structure, must not be disclosed to any other student or recruiter.

3.6. Internships

Internships are an excellent platform for you to learn how to work in a PR firm and secure a full-time role. One of your primary goals during this internship is to convert it into a full-time role by earning a pre-placement offer (PPO). In this two-month period, you are expected to demonstrate complete professionalism and utilise every opportunity to learn, network, take initiative and take on challenges. You have the option to do a second internship after the completion of the programme in case you want to get more learning exposure, learning opportunities, and achievements to show on your profiles.

3.7. PPOs

A Pre-Placement Offer is made by a firm to join them for full-time roles, at or after the end of your internship. If you do not receive the PPO by March 15, you are bound to accept the first offer you receive for a full time role.

3.8. Communications

Any email communication pertaining to internship opportunities must be done over institute email IDs with the Dean and/or the Student Affairs Manager marked in CC. The final offer received from organisations should be shared with the institute for the record as soon as possible after it is received.

3.9. Recruitment Policy

In order to qualify for the final placement opportunities you must score a minimum of 70 out of the maximum of 100 on your professional assessment at the time of final placements.

5. Online Presence

Having a robust, comprehensive and regularly update online presence is key to becoming a successful Public Relations professional. It helps increase professional brand equity, demonstrates progressive attitude and can be instrumental in establishing and maintaining important professional relationships.

Online presence can be maintained over various platforms, and SCoRe focuses on three key platforms. You must diligently keep these updated:

Platforms

5.1. Twitter

Twitter is an important tool to stay updated with insights, events, and people in real time, and is used extensively by the fraternity and media. At the outset you are recommended to recognise and follow handles of some key personnel, firms and knowledge resources. You are also encouraged to tweet regularly, interact professionally with fraternity and focus on building your following.

5.2. Blog

This is your online blog page, where most, if not all of your writing will be hosted here to be read by the Public Relations world. Each blog must be summarised as a 5 tweet thread once it has been edited and published.

5.3. LinkedIn

LinkedIn is your online résumé and may be used by professional colleagues and future recruiters to find you, and learn your professional and educational backgrounds and achievements. Hence this must be updated constantly

In addition to the above, you are encouraged to become active on other platforms.

6. Individual Social Responsibility

At SCoRe, we believe in holistic development of our students – in not only being well rounded professionals but also responsible citizens. This means recognising your indispensable and essential duties as citizens and fulfilling them.

6.1. Volunteering

You will be encouraged to take up volunteering activities in your spare time. The institute will guide you in identifying NGOs or groups working in the social sector, and in scheduling volunteer work for you. You must dedicate a minimum 10 Sundays to volunteering work.

6.2. Environment

You will also be encouraged to adopt habits that protect the environment, which can include minimising use of paper and plastic, reusing and recycling when possible and smart consumption of resources such as water and electricity.

6.3. Civic duties

You will be encouraged to exercise your right to vote. If you do not have voter IDs, you must enrol to get them made as soon as possible. You will also be granted leaves to travel to your constituencies to vote on polling days for national and state elections.

7. Rules and Regulations

Punctuality

The single most important rule to be followed in the programme is punctuality. Whether it's a class, a meeting, an assignment submission, remember -

If you're not 10 minutes early, you're already too late.

Dress Code

Your interactions during this programme will vary from semi-formal atmospheres within classrooms to highly formal meeting with senior leaders of communications. Whether these are online or in person, your choice of wear (unless indicated otherwise) should be:

- Smart Casuals
- Formal
- Business formal

Accessories

1. Laptop

Each of you will be expected to possess your own laptop with MS Office software loaded onto it. Laptops will be used extensively for all assignments so please ensure you have a well-functioning machine.

2. Smartphone

Having a smartphone with reliable internet connection will help you stay updated on activities & schedule, punctually & conveniently shared over email and WhatsApp.

Leave of Absence

Personal leaves should be reserved extreme and unavoidable circumstances. Taking leaves that are not necessary can be reflective of lack of planning and organisation.

- Leave Requests must be made via email to the Student Affairs Manager & the Dean.
- A leave is not considered granted until it is approved on email.
- Personal travel must be planned for exceptional circumstances only after prior approval by email.

Timings

- The campus will be open between 9 am and 8 pm, Monday to Saturday.
- Classes will take place in the designated classroom unless notified otherwise.

List of Events & Holidays at SCoRe

No.	Occasion	Date
1	Independence Day	August 15, 2023
2	Ganesh Chaturthi	September 19, 2023
3	Rishi Panchami	September 20, 2023
4	PRAXIS	September 21- September 23, 2023
5	Post PRAXIS Break	September 25, 2023
6	Gandhi Jayanti	October 2, 2023
7	Dussehra	October 24, 2023
8	Diwali Break & Global Communications Week	November 11- November 18, 2023
9	REPRISE	November 23, 2023
10	Gurunanak Jayanti	November 27, 2023
11	Term Break	December 25- December 31, 2023
12	Holi	March 25, 2024
13	Good Friday	March 29, 2024
14	Gudi Padwa & Ramzan Eid	April 9, 2024
15	Dr. Babasaheb Ambedkar Jayanti	April 14, 2024



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