



Department of School Education

Sheet No.107

Career of the Day Friday

Public Relation Manager

Date 04/03/2022

What is it really?

Public Relations Manager communicates with various media on behalf of client companies, government, celebrities, industrial leaders and other people. Their job is to inform the press or media about the various events, incidents and situations happening with their clients by briefing the media, sending press releases, preparing press notes and organizing press conferences. In the event of any controversy or adverse situation in relation to their clients, Public Relations Managers present their clients' side of the stories to the press or media. They manage the reputation of their clients. Public relations Managers build good relations with the press and media executives to make sure that their client's stories are published

Pathway 1

1. Class 10th with all subjects as per scheme of studies
2. +2 in any stream
3. Under Graduate with any subjects
4. Post Graduate in Advertising and Public Relations.

Pathway 2

1. Class 10th with all subjects as per scheme of studies
2. +2 in any stream
3. Under Graduate in any discipline
4. Post Graduation in Business Administration in Advertising Management and Public Relations.

Colleges/Universities

1. Punjab University, Chandigarh
2. Deysamaj College of Education, Ferozepur
3. A.S College, Khanna
4. Indian School of Business management and Administration, Ludhiana and many more

For details contact School Counsellor or visit Punjab Career Portal
<http://punjabcareerportal.com> and [Mashaal Website:-](http://mashaal.ssapunjab.com)
User ID: Student's E-Punjab ID
Password: 123456

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Mon- Sciences, Tuesday- Emerging Career, Wednesday- Arts, Thursday- Commerce
Friday- Sports, Saturday- Entrepreneurship/Vocational/ NSQF/ Employment Generation