

SYLLABUS: ASSISTANT MANAGER (PUBLIC RELATION) in DTTDC Ltd.

(i) Fundamentals of Public Relations

- Concepts, scope, functions, and role of PR
- PR in government and public sector organizations
- Ethics, transparency, and accountability

(ii) Media Relations

- Press releases, press notes, media briefs
- Conduct of press conferences and media interactions
- Media handling and crisis communication

(iii) Content Development & Communication

- Drafting speeches, reports, and official communication
- Message design, public communication, and storytelling
- Editing and communication clarity

(iv) Digital & Social Media Communication

- Social media platforms and official communication strategies
- Digital campaigns, engagement, and analytics
- Online reputation management

(v) Public Outreach & Event Management

- Planning and execution of public events and campaigns
- Stakeholder engagement and coordination
- Public interface and liaison functions

(vi) Corporate Communication & Reputation Management

- Internal and external communication systems
- Brand image and perception management
- Crisis and risk communication

(vii) Advertising & Government Campaigns

- Basics of advertising and public messaging
- Government awareness and IEC campaigns
- Branding and positioning

(viii) Research & Public Opinion

- Basic survey methods and feedback systems
- Audience analysis and communication impact

(ix) Media Laws & Ethics

- Overview of Right to Information Act, 2005
- Defamation, copyright, and media ethics
- Legal aspects of public communication

(x) Government Communication Framework

- Public communication in government systems
- Policy dissemination and IEC strategies
- Coordination with departments and agencies

(xi) Emerging Trends in Public Relations

- Digital transformation in PR
- Use of AI tools in communication (basic overview)
- Integrated communication approaches