



Maharaja Agrasen Institute of Management Studies

Affiliated to Guru Gobind Singh Indraprastha University, Delhi INDIA

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Prof. (Dr.) Vinita Gupta

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Head, Department of Journalism and Mass Communication

Friday, April 16, 2021

Department of Journalism and Mass Communication

Brand Wagon Club

NOTICE

Subject: Webinar on PR Industry during Pandemic: Challenges & Future Prospects

In consultation with the Director, MAIMS, a WEBINAR on 'PR Industry during Pandemic: Challenges & Future Prospects' will be organized by Brand Wagon Club of Department of Journalism & Mass Communication under the aegis of IQAC is detailed as:

Webinar and PR campaign Launch	'PR Industry during Pandemic: Challenges & Future Prospects'
Objectives	<ul style="list-style-type: none"> To celebrate National PR Day by increasing awareness about the PR and how the pandemic has affected the PR industry in India. To discuss the challenges, career options and future prospects of PR. To launch a PR campaign "BadoseBadhegaBharat" in collaboration with NGO Shivashray senior citizen home.
Participants	All Faculty Members and Students of BA(JMC).
Resource Persons	<ul style="list-style-type: none"> Mr. Rahul Ranjan, Director of Mrig Sight Media Mr. Gaurav Jain, PR Head at Mrig Sight Media
Date	April 20, 2021
Time	11:00 a.m. – 1:45p.m.
Venue	Zoom
Joining Link	LINK TO JOIN Meeting ID: 909 770 8196 Passcode: MAIMS
Faculty Coordinator	Ms. Neha Bhagat, Assistant Professor, Department of Journalism & Mass Communication, MAIMS
Registration Link	https://forms.gle/XV52RW4KRUQGGuHRdA

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➤ **Copy to: Director, MAIMS, for information please.**



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