

PRCAI Partners with IIMU to introduce Reputation Management Course in India with a B-School for the first time

- PRCAI partners with Indian Institute of Management, Udaipur to debut Reputation Management course for MBA graduates
- A 15-hour elective is integrated in the B-School curriculum designed to offer foundational learning outcomes on strategic elements of Reputation Management
- PRCAI's **AcademiaConnect** initiatives aims to connect academic institutions with industry leaders

New Delhi, Wednesday, December 11, 2024: The Public Relations Consultants Association of India (PRCAI) has launched a brand new Reputation Management course for one of India's top business management school, the Indian Institute of Management, Udaipur (IIMU). This academia-industry collaboration aims to equip future business leaders with expertise in strategic communications which is essential for building successful brands and businesses.

Reputation Management is an elective course developed for IIMU, and is being offered in Term 5 (October-December 2024). The course covers six dimensions of corporate reputation—Emotional Appeal, Products & Services, Financial Performance, Vision & Leadership, Workplace Environment, and Social Responsibility—all seen through the lens of Public Relations, giving students a deeper understanding of how these drivers create long-term value for organizations. It introduces participants to the subject of crisis communications' best practices, and the importance of ethical business conduct, underlying the value of preparedness to proactively protect reputation. The course will also provide an enhanced understanding of Online Reputation Management (ORM), a critical area in today's digital-first world. As stakeholder behaviours evolve, ORM has become central to the practice of Public Relations, with an increasing focus on leveraging digital platforms to manage and enhance reputation.

"We are thrilled to partner with IIM Udaipur for this new Reputation Management course," said **Nikhil Dey, National Chair, Talent & Academia, PRCAI & Executive Director, Adfactors PR**. "Reputation management is central to business success in today's interconnected world. The demand for leaders who can strategically manage and protect reputations is at an all-time high. A world that is embracing the AI opportunity is also having to learn how to deal with fake news, misinformation and disinformation. In this context, reputation management has become a vital competency for leaders across industries, and this program prepares the B-School students to learn the science and art of reputation management to tackle the VUCA* world head-on."

The initiative is catalysed by initial insights from the latest industry survey **PRCAI 2024-25 SPRINT*** which will be unveiled in January, highlighting the state of talent and its influence on the industry and future of communications. The survey found that 76 percent of respondents believe that educational institutions must overhaul curriculum to meet new PR industry demands. Further, PR firms are finding new hunting grounds - even at entry level, firms have broadened their hiring pool to include marketing and advertising institutes (23%) and management institutes (13%). The survey revealed that corporate communication leaders (90%) shared that CEOs are now prioritizing strategic communications for measurable business impact, and this course is designed to meet the increasing demand for expertise in reputation management.

"The Reputation Management elective course stands out as a new addition to IIM Udaipur's curriculum. This course is designed to give our students a comprehensive understanding of the drivers of corporate reputation, positioning them for leadership roles where effective communication is key to success," said **Prof. Ashok Banerjee Director, IIM Udaipur**.

75 IIM Udaipur students have enrolled for the Reputation Management course, joining a forward-thinking initiative to harness the power of communications for growth and business impact. PRCAI members represented by three PR industry veterans Nikhil Dey, National Chair of Academia and Talent & Executive Director at Adfactors PR; Vandana Sandhir, Chief Client Strategy Officer at Burson India and Aman Gupta, Managing Partner, Asia-Pacific at SPAG/FINN Partners, are serving as visiting faculty and collaborators in delivering this course.

“We are proud to partner with IIM Udaipur to prepare leaders for tomorrow and thankful to our members who have stepped forward to make this a reality. This course will arm future business leaders with the tools needed to manage reputations effectively,” added, **Deeptie Sethi, CEO of PRCAI**.

PRCAI is committed to deliver strong academic interventions through on-going series of training and exchange programs that connect students with industry leaders in form of guest lectures, consultancy visits and thought-leadership forums. With over 10 academic partners onboard, PRCAI continues to set new benchmarks to nurture and develop future talent for the PR profession.

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Editor Notes

About [PRCAI](https://prcai.org/): Founded in 2001, the Public Relations Consultants Association of India (PRCAI) is Indian PR industry’s flagship trade association and the members share a common goal to instill best practices for the greater progression of the PR industry in India and around the world. Over the years, through consistent efforts and a wide-ranging engagement approach for 150 plus member firms and practitioners, we have led the communications industry and also reiterated and showcased the Indian PR industry’s strengths to global audiences. In line with this, PRCAI in association with globally renowned Holmes Report brings SABRE Awards which is the world's largest PR awards program, recognizing superior achievement in branding and reputation across South Asia, North America, EMEA, Asia-Pacific and Latin America. Visit <https://prcai.org/> to know more.

About [IIM Udaipur](https://www.iimu.ac.in/): IIM Udaipur, established by the Indian Government in 2011, is one of the fastest-growing management schools in India. Accredited by AACSB and ranked in QS World University and FT Master in Management rankings, IIMU aims to be globally recognized by 2030. The institute offers a blend of academic excellence, research, and industry collaboration, empowering students to impact the business world. Located in Udaipur, known for its cultural heritage, IIMU fosters leadership and innovation in management education. Visit <https://www.iimu.ac.in/> to know more.

**SPRINT 2024-25: Study of Public Relations Insights, Nuggets and Trends*

** VUCA stands for volatility, uncertainty, complexity and ambiguity*

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