

Public Relations & Branding Committee

K J Somaiya Institute of Management

VISION

Build perception, understanding and conviction among target stakeholders through effective, precise & timely communication, also to accentuate & build the multifaceted dimensions of K J Somaiya Institute of Management.

MISSION

To build positive perception about the brand K J Somaiya Institute of Management.

OBJECTIVE

To build top of mind awareness, brand salience & image for the institute as a preferred & leading B-School brand amongst targeted stakeholders within next 2 years.

To individually position each of the specific programs in the minds of targeted stakeholders.

Roles & Responsibilities

- Developing PR strategies and campaigns for **brand building** of K J Somaiya Institute of Management.
- Building **positive relationships** with all the stakeholders, media, and the public.
- Help the institution to **become better known** and gain an **enhanced reputation** through various mediums.
- Improve **internal communication**; faculty, students, other administrative staff.
- Act as a **bridge** between the Institute and Somaiya Vidyavihar University and smoothen the process of guidelines adoption for all the entities of the institute.
- Being the **brand custodians** of the Institute, be vigilant about any representation of the institute- online or offline, if any kind of defamation is observed they should report to the seniors or higher authorities.

Learnings and Opportunities

Digital Marketing

- **Designing campaigns** targeting the various stakeholders of the institute, studying insights, and statistics to improve & plan future content.
- Generating awareness about the institute through **organic and paid promotions**.

Design & Branding

- Streamlining the process for smooth implementation of university's **Brand Guidelines**.
- Provide integral support in building the brand image through **campus branding, merchandising, digital branding**.

Content & Annual Report

- Conceptualizing and drafting the **Annual Report** of the institute.
- Responsible for the monthly representation of the institute in the **Somaiya Communicator**.
- **Liaisoning** across all stakeholders in and around the institute to generate better content.

Public Communications

- Public Communication vertical is responsible for facilitating both **internal and external communication** for the institute.
- To maintain cordial relations with other institute's **campus ambassadors**.

Media

We Work With



Insight Out



hindustantimes



Events

PR is an integral part



GLOBAL CONFERENCES

MANAGEMENT
DEVELOPMENT PROGRAM

FLAGSHIP EVENTS



Leadership Team

Name	Designation	Email ID
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Thank You

simsr.somaiya.edu

