

Newswriters.in

Empowering Media Minds, Shaping the Future

Online Course in Corporate
Communication &
Strategic Brand Management

Concept

This online course is designed for professionals seeking to master both corporate communication and strategic brand management. It combines theoretical foundations with practical insights, emphasizing contemporary digital tools, crisis management, and integrated marketing strategies. Participants will learn how to build, manage, and evolve both corporate identity and brand reputation in today's fast-paced business environment.

Relevant for:

- **Journalists:** Enhance your understanding of corporate messaging and brand narratives, which are essential for in-depth reporting and analysis.
- **Advertising & Public Relations Professionals:** Master advanced strategies to create cohesive multi-channel campaigns, manage crises, and leverage digital tools for superior brand performance.
- **Content Writers:** Gain insights into aligning creative content with strategic brand identity and communication goals.
- **Digital Marketers:** Learn to integrate traditional and digital advertising techniques, harness data analytics, and optimize online brand presence.
- **Journalism Students & Faculty:** Build a solid foundation in modern communication practices that support both academic research and professional development.

- **Corporate Communication Managers & Executives:** Strengthen leadership in managing internal and external communications and protecting corporate reputation.
- **Brand Strategists & Marketing Professionals:** Develop sophisticated strategies for effective brand positioning and integrated marketing initiatives.
- **PR Consultants & Media Relations Specialists:** Enhance your skills in crisis management, media engagement, and reputation management.
- **Social Media Managers & Digital Content Strategists:** Explore emerging digital trends and craft compelling narratives across various online platforms.
- **Entrepreneurs & Business Leaders:** Understand how cohesive communication strategies build trust, drive engagement, and foster business growth.
- **MBA Students, Faculty & Business Educators:** Bridge academic theories with real-world applications in brand management and corporate communication.

Course Objectives

- **Deepen Understanding:** Explore the core principles of corporate communication and brand management, including history, definitions, and evolving strategies.
- **Develop Strategic Skills:** Gain the ability to craft strong corporate and brand identities, integrating visual, narrative, and digital elements.
- **Enhance Communication:** Learn to design effective internal and external communication frameworks that align with organizational goals.
- **Crisis & Reputation Management:** Acquire practical skills for handling PR crises, managing stakeholder relationships, and sustaining a positive corporate reputation.
- **Digital & Emerging Tools:** Understand and leverage modern digital tools such as AI-powered analytics, social media platforms, and innovative branding technologies.

Expected Outcomes

By the end of the course, participants will be able to:

- **Design Strategic Plans:** Create and implement comprehensive corporate communication and brand management strategies tailored to their organization.
- **Strengthen Brand Identity:** Develop and refine visual and narrative branding elements that resonate with target audiences.
- **Measure Impact:** Apply tools and frameworks to evaluate brand equity, consumer perception, and communication effectiveness.
- **Manage Crises Effectively:** Implement best practices in crisis communication and stakeholder management to safeguard corporate reputation.
- **Integrate Modern Technologies:** Utilize digital marketing, AI tools, and emerging technologies to enhance overall brand presence and communication efficiency.

Course Outline

1. **Introduction to Corporate Communication and Branding**
 - Understanding corporate communication's role in shaping brand identity and reputation.
2. **Corporate Identity and Brand Identity: Key Differences**
 - How organizations differentiate themselves through corporate identity while maintaining a brand presence.
3. **Corporate Communication Strategy: Internal & External Communication**
 - Developing effective communication frameworks for employees, stakeholders, and the public.
4. **Brand Image, Corporate Reputation, and Consumer Perception**
 - The link between corporate reputation and customer trust.
5. **Brand Storytelling and Corporate Narratives**

- Crafting compelling brand stories and organizational narratives for impact.
- 6. Corporate Social Responsibility (CSR) and Sustainable Branding**
 - The role of CSR initiatives in shaping brand trust and long-term reputation.
 - 7. Employer Branding and Corporate Culture**
 - Positioning an organization as a desirable workplace through strong internal branding.
 - 8. Crisis Communication and Reputation Management**
 - Strategies for handling corporate crises, including media response and damage control.
 - 9. Integrated Marketing Communication (IMC): Principles and Execution**
 - Ensuring unified brand messaging across platforms.
 - 10. Public Relations and Media Engagement**
 - The strategic role of PR in shaping corporate and brand credibility.
 - 11. AI-Powered PR Tools and Media Monitoring**
 - Software solutions for tracking media coverage and audience insights
 - 12. Event Branding and Experiential Marketing**
 - Creating immersive brand experiences that foster consumer and stakeholder engagement.
 - 13. Strategic Media Planning and Buying**
 - Budgeting, platform selection, and media optimization.
 - 14. Advertising and Digital Branding Strategies**
 - Leveraging digital platforms, influencer marketing, and programmatic advertising.
 - 15. Stakeholder Communication and Corporate Brand Management**
 - Effective engagement strategies for employees, partners, investors, and customers.
 - 16. Corporate Reputation Measurement and Crisis Preparedness**
 - Tools for evaluating corporate reputation and preparing for potential crises.

• **About Newswriters.in**

Newswriters.in is a professional and educational platform launched by media academicians and industry experts to provide training in niche and emerging areas of journalism, communication, advertising, public relations, and digital media.

The platform equips media professionals, students, and academicians with essential skills to navigate the evolving media landscape. Most resource persons come from the news and media industry, ensuring practical, real-world insights. Newswriters.in fosters collaborations between media academics and professionals, blending theoretical knowledge with industry applications.

The platform has successfully conducted courses on AI Tools for Media Professionals, Multimedia & Content Development, SEO & Brand Building, Data Storytelling & Visualization, Audio Storytelling & Podcasting, and Financial Journalism. These programs offer hands-on training, case studies, and real-world applications. Additionally, Newswriters.in has organized expert-led workshops and panel discussions with universities and the Press Club of India.

Faculty & Industry Experts

Newswriters.in's strength lies in its distinguished faculty, including senior journalists and professionals from BBC, Reuters, ABP, Hindustan Times, Financial Express, Economic Times, Business Standard, DNA, Adfactors PR, Zee Business, CNBC Awaaz, and Google News Initiative. Former senior faculty from IIMC, IGNOU, and CURAJ add academic depth, ensuring courses remain relevant and well-structured.

Innovative Learning Experience

The courses are designed around interactive learning modules, and collaborative projects that mirror the dynamic challenges faced by today's media professionals. Through live webinars, Q&A sessions, and networking events, participants engage directly with thought leaders and industry experts, fostering a rich exchange of ideas and practical strategies.

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The courses are structured to be flexible and self-paced, accommodating the busy schedules of working professionals while maintaining academic rigor.

Contact Information

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Faculty (to be finalized depending on availability)

Prof. Subhash Dhuliya
Course Director & Founder-Director Newswriters.in
Former Professor, IIMC & IGNOU

Professor Subhash Dhuliya is a distinguished academician, researcher, and educational administrator with over four decades of experience in media academics and journalism. He has served as Vice Chancellor of Uttarakhand Open University, Director, and Professor at IGNOU, Professor and Course Director at IIMC.

Before transitioning to academia, he worked in senior editorial positions for over a decade at the Times of India Group and the Amrita Bazar Patrika Group. At the Times Group, he was associated with Times Television and the Times School of Media Studies and served as Assistant Editor and Sunday Magazine Editor at Navbharat Times. He has also been the Editor of The Communicator and Sanchar Madhyam, the research journals of IIMC.

At IIMC, he has been Course Director and a resource person for Indian Information Service courses, as well as specialized programmes for the Indian Foreign Service, Indian Police Service, and senior army officers. He has designed journalism courses for professionals from Maldives, Afghanistan, and Nepal, collaborating with institutions such as FES Germany and Deutsche Welle. He has also worked with NAAC and UNESCO as a consultant for journalism education in the Maldives. Prof. Dhuliya has produced several documentaries and current affairs programmes for Doordarshan

He holds a Diploma in Journalism from the International School of Journalism, Budapest, and has completed courses from FTII, Southern Illinois University, IIPA, among others.

Sitanshu Kar
Former Principal Spokesperson of the Government of India &
Principal Director General, Press Information Bureau

Sitanshu Kar served as the Principal Spokesperson of the Government of India and the Principal Director General of the Press Information Bureau. With a distinguished career spanning over 35 years, he holds the unique distinction of being the longest-serving spokesperson of the Ministry of Defence (MoD), a position he held for over a decade. During this tenure, he played a pivotal role in ushering the MoD into the digital era, spearheading its social media presence, and introducing innovative content across various platforms.

Beyond the MoD, Kar served as the spokesperson for several key ministries and departments, including Human Resource Development, Rural Development, Environment & Forests, Agriculture, Atomic Energy, and Space. He also held the position of Director General, News Services Division of All India Radio. His association with Doordarshan News spanned 16 years, during which he played a crucial role in launching DD International and DD News Channel. Additionally, he was instrumental in preparing the blueprint for the relaunch of Doordarshan.

He was awarded the prestigious Visnews (UK) Fellowship in International Television Journalism and underwent specialized training at the Radio Netherlands Training Centre. His experience also includes working with the Asia-Pacific Broadcasting Union in Kuala Lumpur.

Kar is the author of *Soldiering On*, a highly acclaimed coffee table book chronicling the century-long journey of *Sainik Samachar*, the fortnightly journal of the MoD, from 1909 to 2009. He has also co-authored a coffee table book on the Republic Day celebrations.

Dharini Mishra
Former Director (News), Doordarshan &
Director, Publications Division, Ministry of I&B

Dharini Mishra is a former civil servant (Indian Information Service officer), social worker, and author. With over 15 years of experience in Doordarshan, India's public service broadcaster, she held key editorial roles, including Editor-in-Charge of News and Director of Reporting & Assignment. She played a pivotal role in managing national news operations, overseeing editorial decisions, reporting, news gathering, newsroom logistics, and personnel deployment.

She later served as Chief Information Officer & Spokesperson for the Central Bureau of Investigation (CBI), where she led media operations and handled press briefings on several high-profile investigations, including the Telecom Spectrum Allocation Case, Coal Mining Allotment Case, and other significant special crime and forensic science investigations.

As Director, Publications Division, Ministry of Information & Broadcasting, she oversaw the publication of prestigious books on India's heritage, including biographies of freedom fighters, the legacy of Rashtrapati Bhavan, Courts of India (for the Supreme Court of India), and Belief in the Ballot (for the Election Commission of India). She also spearheaded the digitization of historically significant books.

In the Ministry of Finance, she served as a Media & Communication Officer, managing media campaigns and coordinating visits of foreign delegations to showcase India's economic growth and development.

Dharini Mishra is actively involved in the social sector, particularly in the field of special education and mental health counseling. She serves as an expert panelist at the Chief Commissioner for Persons with Disabilities.

Prof. Jaishri Jethwaney
Former Professor & Course Director, ADPR
Indian Institute of Mass Communication (IIMC)

Prof. Jaishri Jethwaney is a distinguished academician and communication expert with over 25 years of teaching experience as a Professor and Course Director in Advertising and Public Relations at the Indian Institute of Mass Communication (IIMC), one of India's premier media institutions. She has played a pivotal role in shaping the careers of numerous professionals in the fields of advertising, corporate communication, and public relations.

In addition to her extensive academic career, she has over a decade of industry experience in brand and corporate communication, having worked on various projects involving strategic communication, media advocacy, and reputation management.

Dr. Jethwaney has also been associated with the Institute for Studies in Industrial Development (ISID), where she worked in its Media and Communications Division, contributing to research and policy discussions on industrial and economic development and led a UNESCO-funded project that spans nine South Asian countries, focusing on media, communication, and policy frameworks in the region.

Her core areas of expertise include social marketing, public relations, corporate communication, advocacy, and social mobilization. She has been actively involved in designing and executing campaigns for social causes, corporate entities, and public sector organizations, integrating communication strategies with behavioral change initiatives.

Dr. Jethwaney has conducted over 100 specialized short-term training programs, catering to a diverse audience, including delegates from international organizations, NGOs, central and state government officers, corporate sector professionals, and media practitioners.

Suman Layak
Vice President, Reputation Management &
Account Planning, Adfactors PR

Vice President, Reputation Management & Account Planning at Adfactors PR. Suman is a former journalist with over 24 years of experience. Before joining Adfactors PR, he was a Senior Editor at The Economic Times and Business Today. He has also worked with Hindustan Times and The Financial Express.

His journalistic experience spans various areas, including manufacturing, corporate/legal, NBFC, real estate, IT, political and social developments, education, and social entrepreneurship. He specialized in covering large conglomerates and long-form journalism.

As a reputation management professional at Adfactors PR, he has worked on the accounts of some of India's biggest companies, helping them with communication challenges, crisis management solutions, and digital media presence. He also oversees account planning across a large set of clients.

Mehraj Dube
Founder & Managing Partner of Your Next Orbit

A seasoned Brand Consultant, Reputation Management Expert, and the. With over 20 years of experience, he combines communications, editorial, and marketing skills to help businesses market effectively and grow rapidly. Mehraj excels in strategic planning and resource management, having led multi-million-dollar projects for top brands. He has held senior positions at Zee Media Corporation, ZEE News, WION, ABP Network, The Statesman, NDTV, Star News, and CNBC, demonstrating exceptional leadership and media expertise.

His work spans traditional marketing, communications, and digital strategies, helping businesses navigate today's fast-paced market. Known for crafting compelling narratives and managing brand reputation, Mehraj is a trusted advisor to many businesses. Committed to continuous learning, Mehraj stays ahead of industry trends, offering innovative solutions and insights to his clients.

Anjan Chakraborty
Co-Founder & CEO, Estory Infocom

A seasoned professional with 20 years in journalism, having worked with ABP, Reuters, Hindustan Times, and The Statesman. He has transitioned into a Digital Newsroom Trainer, training over 100 journalists at Reuters in Bangalore and ABP in Kolkata on digital storytelling and multimedia content production.

Anjan is a startup consultant and entrepreneur. He advises emerging companies on branding and digital marketing strategies, leveraging his media expertise to help them navigate the digital marketplace. Anjan's entrepreneurial ventures reflect his commitment to innovation in the digital media space, making him an asset in journalism, digital media, and business consultancy.

Jaydeep Dasgupta
Editor of News Sense & Former Station Head Zee News

Joydeep Dasgupta is a seasoned journalist with over 20 years of experience, evolving from Reporter to Editor. His journey began in 2003 at Sahara TV, where he worked as both Producer and Correspondent in New Delhi and Kolkata. He later became the Station Head of Zee News in Kolkata, gaining extensive experience across various aspects of communication media. Currently, Joydeep serves as the Editor of News Sense, a digital-first initiative focused on Solutions Journalism and Fact Checking.

He has been an Accredited Defence Journalist since 2012, certified by the Ministry of Defence, Government of India. In addition, he is the Founder of Media Skills Lab, an educational research institute that focuses on Media Literacy, Fact Checking, AI Literacy, Data Journalism, and Solutions Journalism.

In 2024, Joydeep was appointed a Mentor at the Asian American Journalist Association's (AAJA) N3Con Mentorship Program, guiding aspiring journalists from South Asia, East Asia, and Southeast Asia. He is also a Trainer associated with Google News Initiative India Training Network, AAJA, and Factshala, specializing in identifying and debunking misinformation. As an Accredited Trainer with the Solutions Journalism Network, he promotes the solutions-based approach to journalism across the Asia-Pacific region.

A Thomson Reuters Foundation Fellow, Joydeep has focused his investigative reporting on Human Trafficking, Slavery, LGBTQ+ rights, and Gender Reporting. He has many awards in the excellence in journalism in his credit.

Surya Singh

Senior Manager

Marketing & Communication at Compass Group India

Led strategic marketing and communications for Air India and CCI France in India in the past, focusing on brand development and media management. Now serving as Senior Manager, Marketing & Communication for Compass Group India, enhancing content and campaign strategies. A passionate storyteller dedicated to showcasing the narratives of brands and organizations.

Surya has worked as reporter and anchor at India Today and Aajtak. She has created, produced, and hosted numerous shows and interviews with high profile politicians Bollywood celebrities.

After her journalism stint, she took a deeper dive into Corporate Communication, PR, and Digital Media & Content Strategy as Manager of Corporate Communication with Alliance Air. Currently, she is working in a leading strategic marketing & communications role for CCI France in India.

Surya has done a course in Digital Marketing Analytics Programme from Seattle, Digital Marketing Specialization from University of Illinois at Urbana, Champaign, Search Engine Optimization (SEO) from University of California and Content strategy from Northwestern University. She is an Alumni of India Today Media Institute (formerly TV Today Media Institute). She holds a Master's degree in Journalism and Business Administration from Narsee Monjee Institute of Management Studies, Mumbai.

Rashi Bisaria
Ex. Senior Editor Business Today Digital &
Head of Videos, India Today Digital

Rashi Bisaria is a seasoned media professional with 18 years of experience in journalism, broadcasting, and digital media. She currently serves as a Senior Editor (Consultant) at Business Today Digital and Head of the Videos Section at India Today Group Digital, where she leads video content strategy, production, and editorial oversight.

Over the course of her career, she has worked with some of India's most prominent news organizations, including Headlines Today, NDTV, NewsX, and Asian News International (ANI), holding various editorial roles. Her expertise spans news anchoring, content strategy, video journalism, and digital storytelling, making her a key player in the evolving media landscape.

Academically, Rashi Bisaria is an alumna of Delhi University and holds a Postgraduate Diploma in English Journalism from the Indian Institute of Mass Communication (IIMC),

New Delhi. Her strong educational foundation, coupled with extensive industry experience, has enabled her to navigate both traditional and digital media platforms effectively.

Sana Sameer Kanwar
Vice President, Magnon Sancus

Dr. Sana Sameer is working as Vice President with Magnon Sancus, an Omnicom agency working for top fortune brands in the world, worked as an integrated media expert and assistant General Manager with Hindustan Times, Senior producer with Big FM and Radio Mantra (a Dainik Jagran initiative).

Brand and Content Solutions professional with over 16 years of experience in creative solutions and integrated media solutions. Dr Sana Sameer believes in bridging the gap between academics - theory and media industry. She has been involved in teaching creative media aspirants and students and has been involved with Sharda University, FTII, IGNOU, Jamia Millia Islamia. She has been teaching underprivileged kids and running the social programme - 'Sana's Super Sundays with Bright Stars'.

Sana has been an International Grand Jury for New York Festivals, a professional awardee for my work in previous and current organizations. author of two books - Pardes Ke Mausam and 30 Shades of Bela. She holds Ph.D. in Journalism and Mass Communication.

Nazia Nasim
Media Relations Adviser, Rio Tinto

Nazia Nasim working at Rio Tinto as Media Relations Adviser. She is a Senior Communications & Engagement Advisor with more than fifteen years of experience in supporting the effective delivery of business goals through high quality communications and engagement. She has expertise in formulating and delivering integrated

communications, stakeholder, and community engagement strategies to protect and enhance the brand value.

Nazia has worked at Royal Enfield as Group Manager, Internal Communications. She has been Group Manager, Communications & Employee Brand Mercer Consulting, Assistant Director, Brand Marketing and Communications, Ernst, and Young (E&Y), Manager, Communications, United Lex Corporation, and Assistant Manager, Corporate Communications at Bank of America.

She has course on Digital Marketing, Customer Engagement, social media, Planning & Analytics from Columbia Business School) and P.G. Diploma in Advertising and & PR from Indian Institute of Mass Communications
