

LETTER OF TRANSMITTAL

To
Mr. Showvonick Datta
Lecturer
BRAC University
66, Mohakhali
Dhaka-1212

Subject: Submission of Internship final report

Dear Sir,

This is my great pleasure to submit the internship report of my three months long Internship program in one of the reputed Education Institute ‘BRAC University’ as a part of the requirement of the course. The title of the report is “Impact of Relationship Management in Public Relation Office: A Study from the Educational Institute”.

I have put my best effort to make this report a successful one. It has been joyful and enlightening experience for me to work in the organization and prepare this report. However this has been obviously a great source of learning for me.

I would like to express my sincere gratitude to you for your kind guidance and suggestions in preparing the report. It would my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue. I shall be happy to provide any further explanation regarding this report if you have any query on this report or any other relevant matters.

Thanking you in anticipation.

Yours Sincerely,

Md. Wahiduzzaman
ID: 10264020

ACKNOWLEDGEMENT

At the beginning I would like to convey my sincere appreciation to the almighty Allah for giving me the strength and the ability to finish the task within the planned time. Then I like to express my sincere gratitude to everyone who contributed towards preparing and making this study successfully.

First of all I would like to express my sincere and immense gratitude to my internship supervisor Mr. Showvonick Datta, Lecturer of BRAC Business School, BRAC University. I am deeply indebted to his whole hearted supervision to me during the Internship Period. His valuable suggestion, guideline and the format he mailed me helped a lot to prepare the report in a well organized manner.

I would like to give special thanks to all officials and staff of PRO. I would also like to thank the authority of BRAC University for giving me the opportunity to do my internship in one of the reputed Educational Institute. The experience and knowledge gained at BRAC University helped me to understand different elements related to my study. My gratitude also for all faculty who taken my class in the tenure of my MBA program and officials of the MBA program.

I am also grateful to the other officials who helped my while preparing the study by giving their suggestions, assistance and supply of information, which were valuable to me. Their helping hand support me a lot to complete my report successfully. Finally, I want to keep my gratitude to my beloved father Md. Abdus Salam, Asst. Librarian (Retd.), Jahangirnagar University and my mom Azifa Khatun who gave special attention to me from the very beginning to till at the end of my MBA program.

Internship Report on “Impact of Relationship Management in Public Relation Office: A Study from the Educational Institute”

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Executive summary

As part of my MBA program, I have completed my three months internship program from a well known University named “BRAC University”. During my internship period in “BRAC University”, I have gained valuable knowledge and experience in the field of Communication. So based on my learning and experience from the organization I have completed my internship report on the public relations activities of “BRAC University”. In this paper I have tried to focus and analyze the PR process of “BRAC University” and what kind of value added services they are providing to their stakeholders. In the report I have discussed what kind of activities I have done describes in details. The services include news publish in the newspaper, communication contact/ invite the various print and electronic media for coverage of those events and programs, take necessary steps to publish BRAC University those press releases in the reputed national Dailies / TV Channels, coordinate with the government security authorities/ government bodies in connection with foreign students visa and foreign teachers’& employees’ work permit and visa, and other matters whenever needed.

In the PR department I have to attend various programs like workshop, seminar, sports, and cultural activities to cover the event in the print and electronic media. I have to invite different Journalist of print & electronic media as well as to cover the events. As part of communication I have to maintain relationship with Education Ministry, Home ministry, Board of Investment, University Grand Commision (UGC), different embassy which is directly involve with BRAC University.

CHAPTER-1

Introduction of Report

Introduction

1.1 Origin of the Report

The report is originated to make a study on the ‘Impact of Relationship Management In PR Office in BRAC University as a part of the fulfillment of internship program required for the completion of MBA program.

The preparation of the report was supervised by Mr. Showvonick Datta, Lecturer at BRAC University and the author is thankful to his for assigning this project.

1.2 Aim and Objectives of the Report

The objectives of the report are as follows:-

Public Relations (PR) is the department which is responsible for constructing the image of the organization in front of the public. In fact it provides actual feedback to the stakeholders. So in short, PR is the overall focal point of the organization, stakeholders, and the mass.

The objective of the project is to mechanize an effective PR strategy in BRAC University. Before conducting this research there were no adequate written documents on this issue. Only authoritative instructions were to be executed.

As discussed before PRO is one of the most important departments of the university should have a sound action structure so that the existing and the future PR employees can facilitate their responsibilities in a proper way.

1.4 Methodology

The following methodology was followed throughout the study .The study is based on both primary as well as secondary data.

Primary Source

- Careful observation of various activities of related section of that particular department.
- Discussions with the officials of all departments
- Follow up students activities from Office of the Co curricular Activities(OCA)
- Student’s Affairs Office

Secondary Source

- Organizational Brochures/ Annual Reports.
- Online information.
- Different BRACU News
- Other relevant written materials.

1.5 Data Collection Techniques

- Some of the primary data were collected by observing others doing their jobs.
- Much of the primary data were collected by the informal interviewing of the University officials.
- Most of the secondary data were collected by the review and study of relevant reports and documents.

1.6 Limitations

The limitations of the report arise from the inherent limitations of the methodology and methods adopted. Firstly, the secondary information is often outdated and many web resources cannot be verified and thus lack authenticity. Additionally, first hand observation of the author introduces bias in the report that can minimize credibility of the findings. Attempts are made to minimize these biases and prepare a credible report on the project.

CHAPTER-2

Organizational Overview

The Organization

2.1 BACKGROUND

As one of the leading private universities of Bangladesh, BRAC University has already established itself as a Leader in providing excellent Educational Service System. The mission of BRAC University is to foster the national development process through the creation of a centre of excellence in higher education that is responsive to society's needs and able to develop creative leaders and actively contributes to learning and creation of knowledge. In a developing country like Bangladesh, higher education service system is a key driver of innovation and societal change and through proper education ample opportunities may arise for bold progress and productive developments.

That is why with the instruction of our course instructor Mr. Asif iqbal, we are going to do a report on how BRAC University can improve its education service system to become the leading private university of Bangladesh.

2.2 ABOUT BRAC University

BRAC University was established by BRAC in 2001.

From a modest beginning almost thirty years ago, BRAC has today grown into one of the largest non-government development organizations in the world. It works in a number of closely related areas such as poverty alleviation, rural health care and non-formal education among many others to bring about socio-economic changes for a large number of our people, mostly women and children, whose lives are dominated by extreme poverty, illiteracy, disease and malnutrition. BRAC continually revisits its approaches to ensure its effectiveness as a catalyst for change. BRAC recognizes that development strategies, information technology and effective management can play significant roles in



Fig 1: BRAC University Main Campus

modernizing Bangladesh and in securing meaningful jobs for the Bangladeshi workforce at home and abroad.

In line with BRAC's continued support to education as a force of change and development, BRAC University has been established to provide a high quality of education to meet the demands of the modern age. BRAC University is 'not for profit' institution accredited by the University Grants Commission (UGC) and approved by the Ministry of Education, Government of Bangladesh.

2.3 Mission

The mission of the BRAC University is to foster the national development process through the creation of a centre of excellence in higher education that is responsive to society's needs, and able to develop creative leaders and actively contributes to learning and creation of knowledge.

2.4 Goal

The goal of the university is to provide an excellent broad based education with a focus on professional development for students, in order to equip them with the knowledge and skill necessary for leading the country in its quest for development. Along with this, the university provides an environment for faculty development in order to ensure a dynamic teaching environment. Faculty will be provided with an environment in which they can further their teaching skills and contribute to the creation of new knowledge by developing and using their research skills.

2.5 Scope

At present, the university offers following undergraduate degrees: Bachelor of Architecture (B. ARCH), Bachelor of Business Administration (BBA), Bachelor of Science (BS) in Computer Science and Engineering (CSE), Bachelor of Science (BS) in Computer Science (CS), Bachelor of Science (BS) in Electronics & Communication Engineering (ECE), Bachelor of Science (BS) in Electrical and Electronic Engineering, Bachelor of Science (BS) in Physics, Bachelor of Science (BS) in Applied Physics and Electronics, Bachelor of Laws (LL.B Hons), Bachelor of Social Science (BSS) in Economics, Bachelor of Arts (BA) in English, Bachelor of Pharmacy (Hons), Bachelor of Science (BS) in Microbiology and Bachelor of Science (BS) in Biotechnology.

The University offers following postgraduate degrees: Master of Business Administration (MBA), Executive MBA, Master of Development Studies (MDS),

Masters in Development Management and Practice (MDMP), Master of Bank Management (MBM), Master of Science in Biotechnology, Master of Disaster Management (MDM), Master of Arts (MA) in English, Master of Science in Applied Economics (MSAE), Master of Arts in Governance and Development (MAGD), Master of Public Health (MPH), Master of Education (MEd) and MS in Early Childhood Development (MSECD).

BRAC University also offers Post Graduate Diplomas in Disaster Management, Development Studies and Certificate courses in Disaster Management, ICT and Development, Social Communication, CISCO Certified Network Associate (CCNA), English Proficiency and Development, and IELTS (Preparatory).

As the university grows and as its institutional capacity is built up, the University will offer programs in a large number of disciplines. BRAC University will provide instruction and confer degrees in all branches of Arts, Social Science and Science including Medicine, Engineering, Architecture, Agriculture, etc. Degrees will be granted at the undergraduate, graduate and postgraduate (doctoral) levels. In addition, the University will offer Diploma programs on professional courses.

2.6 Organizational Structure

The Honorable President of the People's Republic of Bangladesh is the Chancellor of BRAC University. The Board of Trustees is the highest policy making body of BRAC University and is responsible for ensuring the highest level of educational and administrative standard at BRAC University. A number of committees assist the Board in matters essential to the smooth functioning of the University. The committees are: Syndicate, Academic Council, Course Committee, Finance Committee, Selection Committee, Audit Committee, Committee on Student Affairs, Disciplinary Committee, Committee on University Development and Committee on Medical Facilities. The Vice Chancellor (VC) is the Chief Executive and Academic Officer of the University. The academic wing of the University consists of Deans of Faculties/Schools, Chairpersons of the Departments and Faculty Members. The Director of Research is responsible for research, advisory services and publications. The Director of Student Affairs co-ordinates and supports all extra-curricular activities. The Librarian who is assisted by a Deputy Librarian and Assistant Librarians head the University library. The Registrar with Deputy Registrar, Assistant Registrar and Officers are responsible for day-to-day administration, human resource management, technological services and records.

CHAPTER-3

Organizational Design

School & Institute of BRAC University

3.1 BRAC Business School

BRAC Business School (BBS) strives to improve effectiveness and efficiency of managing business and non-business organizations through excellence in business education, training, research and advisory services. Pursuant to its mission of creating and disseminating knowledge in the field of business and management, the school offers an undergraduate program (BBA, Bachelor of Business Administration) and three graduate programs (MBA, Masters of Business Administration, EMBA, Executive Masters in Business Administration and MBM, Master of Bank Management). The areas of specialization of the school are Accounting, Finance, Banking and Insurance, Human Resource Management, Marketing, Computer Information Management, E-Business, Entrepreneurship, and Operations Management.

The research works of the BBS faculty members have been commended in the business profession and published in various national and international journals. The focus of BBS is not limited to education and research. It encourages the students to participate in various extra-curricular activities through its student clubs– BRAC University Business Club (BIZ BEE), BRAC University Marketing Association (BUMA), Entrepreneurship Development Forum (EDF) and the MBA Forum. The aim is to instill leadership qualities in the students of BBS by engaging them in these student platforms. Owing to the very high quality of the programs and the school’s commitment to the business education in Bangladesh, a rising number of applicants have been consistently attracted to our BBS programs. At present BBS has around 2600 students enrolled, and the alumni of BBS are proving their excellence at home and abroad, and are the brand ambassadors of BRAC University.

3.2 BRAC Institute of Global Health

The BRAC Institute of Global Health (BIGH) was established in August 2013 as an independent institute under BRAC University which incorporates the James P Grant School of Public Health, the Department of Midwifery and the Department of Nursing. The objective of BIGH is to become a worldwide leader in interdisciplinary global health education. Therefore, the vision of BIGH is transformation in health through innovations. The Institute will promote public health, midwifery and nursing education and training to harness knowledge and know-how in pursuit of health equity. At the same time, the Institute will catalyse and conduct innovative research grounded in country realities and responses to changing global burden of diseases as well as influence both national and global policy through advocacy and evidence sharing.

The James P Grant School of Public Health was founded in 2004 as a collaborative

effort between BRAC University, BRAC and icddr,b. These three institutions offer dynamic and diverse learning laboratories for the School’s education, research, leadership and advocacy programmes. The School’s guiding vision - knowledge and know-how for health equity - draws on the inspirational leadership of Jim Grant, former executive director of UNICEF, after whom the School is named. The three primary areas of activity in the School are related to education, research and advocacy.

The School has been offering its flagship Master of Public Health (MPH) programme since 2005 and was featured by WHO Bulletin as a pioneering public health school. The School has over 20 international faculty members and 326 graduates from 23 countries have been graduated who are now working in governments, national and international NGOs, donor and UN agencies in their respected countries.

The Department of Midwifery under the BRAC Institute of Global Health is leading the Community-based Midwifery Diploma Programme (CMDP) in partnership with six other non-governmental implementing partner organisations. The programme, funded by the United Kingdom Department for International Development (DFID), recruits students from remote and underserved areas with high maternal and neonatal health needs, builds their capacity through a three-year Diploma in Midwifery programme and deploys midwives in their respective communities upon graduation. The CMDP aims to improve the health status of communities by contributing to the reduction of maternal and newborn morbidity and mortality and to increase coverage of quality maternal and neonatal health services through the development of competent and compassionate community-based midwives who live and practice in underserved rural and urban areas.

3.3 BRAC Institute of Languages

BIL started its journey as English Language Program (EL-Pro) in 2005. The purpose of the program was not only to enhance the students’ English language skills to facilitate learning in their chosen fields, but also to enable effective oral and written communication. Over the years, as EL-Pro met with increasing success, it morphed into the Centre for Languages (CfL) in 2008. In 2012, CfL’s visionary work and relentless effort to bring change got paid off and it was accredited with the status of an ‘institute’ by the University Grants Commission (UGC). CfL thus became BRAC Institute of Languages (BIL).

At present, BIL offers well-designed, comprehensive courses ranging from the pre-intermediate to the upper-intermediate level in order to facilitate the English language requirements of the university students. Moreover, BIL courses do not consist of mixed ability learners as the placement of each student is done individually through a rigorous process of evaluation.

Of all the undergraduate courses, the pre-university course is an exceptional ‘first’ among the universities in Bangladesh. It is a unique program designed particularly for students who possess aptitude and show potential in their specific fields of study but whose weakness in English language proficiency do not permit them to get admitted into the university. These students do a semester-long pre-university (English) course in order to prepare themselves for academic success. In doing so, BIL remains true to BRAC’s vision of catering to the needs of the marginalized sector.

Besides English, BIL currently offers the modern languages Bangla, Arabic, Chinese, French, Korean and Spanish to both its students and other professionals.

BIL also covers extensive student-focused activities such as consultations, exclusive one-to-one tutorial sessions, various clubs, a writing centre designed to facilitate and guide students through any kind of academic writing difficulties. To maintain the quality of teaching and to keep the teachers in pace with the up-to-date teaching techniques and strategies, innovative reflection sessions, workshops and teacher trainings are conducted periodically. This, in turn, leads to significant research work done by the teachers, some in collaboration with renowned foreign institutions.

As a language institute, BIL has also decided to contribute to the improvement of language teaching in Bangladesh, and thus introduced the post-graduate degree course, Masters (MA) in TESOL, for the currently practicing teachers and language practitioners. Interested teachers can also avail of the other programs such as “Certificate in TESOL” and “Diploma in TESOL” which are also pre-requisites for the MA in TESOL course.

Beyond the academic sectors, BIL ventured into new endeavours with external projects; particularly the professional programs which have adult education and training at its core. Some of the prominent courses conducted at the Dev-Pro centre are Development Professionals Program for BRAC Managers which focuses on developing their English language and communication skills and the BRAC Primary School Teacher Training Program. The latter aims at improving: the English language communication skills of the teachers; and the teaching delivery in the English classes. In addition to these, BIL offers some unique courses such as English course for driving professionals and development of English language and communication skills for the Medhabikash program.

Over the years, BIL has developed a unique culture of learning and sharing. The current ongoing initiative is the “BIL Workshop Series” which is a common platform for teachers of all levels from all over Bangladesh to share knowledge and experience amongst themselves as well as with international language experts/practitioners. Apart from this, BIL collaborates with other institutions such as the American Center, British Council, the Chinese Embassy, the Korean Embassy

and others to bring innovative projects that contribute to language learning and teaching.

3.4 Institute of Educational Development

The Institute of Educational Development, BRAC University has been involved in the field of education since its establishment in 2004 as a part of BRAC and BRAC University. Since its inception it has been contributing to the overall improvement of the national education system in Bangladesh. Over the years it has been flourishing by taking on new challenges and opportunities in fulfilling the overarching societal goals of fighting poverty, building human capital and enabling people to realize their potential.

3.5 School of Engineering and Computer Science

The School of Engineering and Computer Science embodies BRAC University’s tradition of excellence as a leader in engineering education and research. The undergraduate and graduate programs offered by this school prepare students to be well-qualified for academia and the industry, and to apply engineering principles across a wide range of disciplines.

The **Department of Electrical and Electronic Engineering (EEE)** and the **Department of Computer Science and Engineering (CSE)** operate together under this school. The **EEE** Department offers two undergraduate programs:

- ***Bachelor of Science in Electrical and Electronic Engineering (BSEEE)***
- ***Bachelor of Science in Electronics and Communication Engineering (BSECE)***

The **CSE** Department offers:

- ***Bachelor of Science in Computer Science (BSCS)***
- ***Bachelor of Science in Computer Science and Engineering (BSCSE)***

The School of Engineering and Computer Science has also expanded its curriculum to graduate levels by offering three graduate programs:

- ***Master of Science (M.Sc.) in Electrical and Electronic Engineering***
- ***Master of Engineering (M.Engg.) in Electrical and Electronic Engineering***
- ***Master of Computer Applications***

Furthermore, the school is running a training program for *CISCO Certified Network Associate (CCNA)* under the CISCO Networking Academy in BRAC University.

Besides academic programs, the School of Engineering and Computer Science highly encourages undergraduate and graduate students to engage in research activities. Under the patronization of the school, the Network Research Group is exploring different characteristics of wireless and wired networks such as security, channel optimization, and performance enhancement. The **Control Application Research Group (CARG)** has initiated a research with **Dhaka Power Distribution Company Ltd (DPDC)** on **Supervisory Control and Data Acquisition (SCADA)** system to analyze and improve their system, and is also working on implementing several solar power projects.

3.6 School of Law

Founded in 2004, the **School of Law** at BRAC University is a gateway through which students are prepared for careers in law, in administrative services, the judiciary and in the development sector. The four-year undergraduate programme at the School of Law culminates into a **Bachelor of Laws (LL.B.)** degree for successful students. Although the primary emphasis of the programme is on law and the legal profession, given that Law is also intertwined with economics, development, business and sociology, it also prepares students who are inclined to seek professions in other disciplines.

The faculties of the School of Law are handpicked for their academic excellence and individual expertise. They bring with them teaching-learning experiences from Universities in the United Kingdom, Australia, Russia, the United States of America and Bangladesh. The faculty has individual expertise in the areas of child rights, criminal law, consumer laws, gender studies, business laws, economics, international laws and human rights; all which are shared with the students in course work and in workshops and lecture programmes organised by the School.

The School of Law is also noteworthy in the fact that it has both a **Law Club** and a **Moot Court Society**, where students are constantly engaged in preparing for moot court competitions, writing research papers and articles for the **Law Club** newsletter ‘**Acumen**’ and planning lecture programmes and social awareness activities. The mooters have been successful in several national and international competitions, including the prestigious **ICRC Henry Dunant Moot Court Competitions**. They are a force to be reckoned with in the national arena

Recognising BRAC’s background and the goals and commitments of BRAC University, the **School of Law** endeavours to impart legal education to seek legal solutions that respect social, cultural and aesthetic needs of the people. To meet this

goal, it strives to impart to its students not only the tenets of the law, but also legal philosophy, rights-based issues and a broader awareness of the society they live in. Graduates from the School of Law are now pursuing careers as lawyers, judges, corporate legal officers, development workers and academics.

3.7 Centres and Initiatives

Centre for Climate Change and Environmental Research (C3ER)

Since its inception, BRAC University has conducted a series of cross-sectoral research on climate change and disaster management in direct collaboration with BRAC. To coordinate and manage these different activities, the Syndicate and the Board of Trustees of BRAC University have accorded for establishment of a research center titled “*Centre for Climate Change and Environmental Research (C3ER)*”. The Centre establishes a synergy between BRACU and BRAC in the field of climate change and other environmental issues.

Centre for Entrepreneurship Development

Centre for Entrepreneurship Development (CED) started its journey in April 2011 with the view to encourage Bangladeshi entrepreneurs and engender entrepreneurial knowledge and skill so that they can develop and grow their own businesses.

Control and Applications Research Centre

The *Control & Applications Research Centre (CARC)* has expertise and activities in an area of systems and control engineering. CARC has a strong practical focus to the work, and many of the projects involve close collaboration with industrial organizations. We emphasis upon the application requirements and exercise established theoretical techniques to provide solutions through technological demonstration.

Journalism Training and Research Initiative

The *Journalism Training and Research Initiative (JATRI)* was launched by BRAC University in the year 2009 to strengthen and enhance the skills of journalists and aspiring journalists, by providing training and support to accomplish their roles of communicators and facilitators of public discourse.

Teaching and Learning Centre

BRAC University has always been committed to ensure a quality room for effective teaching and learning. In order to enhance parameter of such practice the establishment of **Teaching & Learning Centre (TLC)** came into being in 2006.

3.8 Student Affairs

About us

The **Office of Student Affairs** supports and complements the academic missions of BRAC University by providing campus services and resources that enrich the overall student experience and learning environment. The Office collaborates with *students, faculty, staff, alumni, and parents* in the design and delivery of key services and support to students, faculty, and academic departments.

The **Office of Student Affairs** offers a variety of programs and services dedicated to the intellectual, social, psychological, ethical, and professional development and wellbeing of all BRAC University students, and to the direct support of faculty in pursuit of the university’s mission. These include the first year advising programs, orientation programs, career and internship services, co-curricular and club activities, personal and social counseling, and teaching and learning support. The common thread that binds all the offices of Student Affairs is a commitment to provide an engaging and active learning environment that enhance the personal growth of all students, and complement BRAC University’s commitment to academic excellence.

The Mission

The mission of the office is guided by two principles: to support BRAC University’s commitment to the highest academic standards of scholarship, teaching and mentoring of all students, and to enhance the quality of campus life for students – both in and out of the classroom.

Aims and Visions

Our aim is to design and deliver a wide array of university programs and campus resources that facilitate an active and enriching learning environment at BRAC University. Our vision is that students will:

- Achieve high standards of academic success and personal development during their time at BRAC University;
- Graduate with integrity and purpose, focused on their professional development and contributions to society;

- Care about themselves and others; and
- Develop the skills and judgment to successfully meet challenges beyond BRAC University, both individually and collectively.

Further, our vision for excellence extends to the greater BRAC University community, which we seek to support with a variety of programs and services provided by Student Affairs to students, faculty, staff, alumni, families, and guests of the University.

Programs and Services

Established in July 2003 to coordinate all aspects of student services and campus resources, the Office of Student Affairs houses the following programs and services:

- *First Year Advising Team (FYAT)*
- *Relationship Management Office (Freshman Programs)*
- *Career Services Office (CSO)*
- *Counseling Unit*
- *Teaching & Learning Centre (TLC)*
- *Office of Co-Curricular Activities*

3.9 BRAC University Ayesha Abed Library

The Ayesha Abed Library at BRAC University aims to become a world-class Knowledge Resource Centre and provide innovative new services and a wider collection of books and resources to the teaching, learning and research communities, using latest technological developments of the 21st century. The development, organization and maintenance of archives in multiple locations; access to world class resources; personalized assistance in the use of library and information resources; and instruction on research strategies and tools have made this one of the richest libraries in the country.

Mission

The Library's mission is to provide comprehensive resources and services in support of the research, teaching, and learning needs of the University community.

Vision

Develop a world-class Knowledge Resource Centre and provide innovative new services and collections to the teaching, learning and research communities, using latest technological developments of 21st century.

Services and Resources

- Library Catalogue - Search online catalogue to locate books, journals, repository items etc. owned by BRAC University library
- Institutional Repository for theses, dissertation and BRACU publications
- E-journal and Databases- The library subscribes to a number of databases which provide 24/7 access to thousands of full text journal and magazine in many subject areas including general and multidisciplinary databases.

On Campus access

Most e-resources provide on-campus access through IP recognition within the BRACU domain.

Off Campus access

Most of the resources we list are available off-campus to current staff and students of the University through MyAthens account

3.10 Residential Campus of BRAC University

BRAC University's (BRACU) **Residential Semester (RS)** at Savar campus is unique amongst higher education experiences in Bangladesh. The RS offers a holistic curriculum based on the principle of 'experiential learning', which cultivates a broad range of soft skills and qualities, to compliment the theoretical development that students undergo.



The curriculum’s intensive programs (delivered mainly in English) help to develop rounded individuals, whose improved leadership skills, ability to independently face challenges, and proficiency in English will better prepare them to face the challenges of higher education (and eventually give them a competitive edge in the job market).

The Residential Semester takes place at a specially designed campus in Savar, which provides a support system that aids students in becoming confident and self-reliant. For many students, living on campus is the first time they have lived away from home, so the Residential Semester emphasises four areas (that facilitate the adaptation process and foster the values detailed above):

- Improving communications skills, especially in English.
- Creating a strong sense of social responsibility and an awareness of each other’s rights and responsibilities as members of society and citizens of a nation.
- Developing firm principles that guide students in all of their actions, whether in the personal, social, or public spheres, and teaching them to respect one another.
- Providing a holistic education, through academic, extracurricular and experiential activities.

3.11 Career Services Office

Overview

BRAC University’s Career Services Office (CSO) is an important department, vested with a duty to facilitate its students’ efficient transition into working professional life; the first step in what we hope will be a successful career for you all!

It is an obvious fact that you will not remain students forever and will have to make the jump into the competitive world of work through an arduous and often gruelling recruitment process; one which can be made that much more manageable, and even perhaps fun, if you use the support and resources that the CSO makes available to you.

The principles of support and guidance lie at the core of the CSO, simultaneously defining its function and criteria for success: measured by the long term professional accomplishments of you, its students, whom we are ultimately here to help!

Whether you need help writing a CV, or structuring a cover letter; require a better understanding of the ‘market’, ‘corporate structures’ or any other (possibly strange sounding) concepts; if your priority is winning an internship with a big firm, improving your interview technique, or gaining the confidence to convey your strengths intelligently to recruiters; even if you need a quick chat with one of our advisors to de-stress and make sense of the complex process of choosing a career, have no fear, for we are here to help.

As a department responsible for helping you prepare for the recruitment process and realize your potential over the course of your career, our programs have been developed to offer solutions to the inevitable challenges you will face along the way. For some students enrolment (to the PSDP for example) is mandatory, for others it is not, but every student should view enrolment as an advantage of considerable value that will ‘give you the edge’ over other applicants competing for jobs.

Services

The CSO offers a broad variety of programs for all BRAC University students including:

- Career advice
- Academic advice (for students questioning their major)
- CV and cover letter writing skills
- CV referrals (for students interested in completing part or full time work during their holidays or spare time)
- Useful interview and job search techniques
- Workshops and seminars
- General help and support for career and academic related issues

The PSDP

Students will need to enrol on the *Professional Skills Development Program (PSDP)* in their final semester; a more intensive and focused training program than the more generic programs offered by the CSO to all BRAC students. Those students who successfully complete the PSDP will be awarded a certificate in recognition of the employment skills developed on it (which could be used to impress potential employers during interviews).

As noted, the PSDP covers all of the ‘universal services’ offered by the CSO (noted above), with substantive and notable additions:

- Careers Clinic: including individualised CV and cover letter writing sessions
- Sector specific seminars and workshops for graduating students with an interest in particular fields (often managed by senior executives from the business community and public sector)
- Individual advising (a 45 minute one-to-one session with an advisor covering the most important issues for you)
- The mock interview
- Guaranteed internship

CHAPTER-4

Job Description

Job Description

4.1 Nature of the Job

To work as one of the essential coordinating functionaries to assist the BRAC University authorities to establish high reputations and image among the public, guardians and students at home and abroad by arranging publications of the news coverage of its various curricula and co/extra-curricular events and programs (convocations, seminars, workshops, conferences, cultural events sports & games, annual festivities, etc.) of its institutional as well as social, national, regional and international values and importance.

4.2 Responsibilities of the Job

- ❖ To contact/ invite the various print and electronic media for coverage of those events and programs.
- ❖ To take necessary steps to publish BRAC University those Press Releases in the reputed national Dailies / TV Channels.
- ❖ To coordinate with the government security authorities/ government bodies in connection with foreign students visa and foreign teachers’& employees’ work permit and visa, and other matters whenever needed.
- ❖ To coordinate for arranging necessary protocol services on the occasions of the BRAC University officials’ foreign visits and on the occasions of foreign dignitaries visiting the university.
- ❖ Public Relations department is also involved to provide accommodation facilities for local and foreign students and visiting faculties of BRAC University.
- ❖ To highlight BRAC University activities to visitors, foreigners and local resources and organizations on their visiting the University.
- ❖ To maintain liaison and coordinate with the Honorable Chancellor’s Office, Prime Minister’s Office, Education Ministry, Home Ministry, Foreign Ministry, Embassies, University Grants Commission (UGC) and BOI relating to BRAC University affairs.
- ❖ Managing the PR aspect of a potential crisis situation.

4.3 Different aspect of Job Performance

PR job is not like other traditional job. It's a challenging job. In every organization this department is important because the image of the institution is expressed to the public by this department. PRO not only works on routine basis but also works out of the box. It works in crisis moment. Sometimes difficulties arise in the organization. PRO support is needed on that time.

CHAPTER-5

Methodology & PRO Structure

Description of the Project

5.1 Objective of the Project

- To show how Public Relations Department working to increase the positive brand image for the BRAC University.
- To identify the factors which affect the Public Relations Department
- To find out the impact of PR in education sector
- To identify areas where there can be scope for improvement.
- To know about the role of Public Relations

5.2 Methodology of the Report

The report is prepared using both primary and secondary data.

■ Secondary data analysis

In this report I have basically focused on secondary data analysis. This means the information of this report has been collected from the University’s past record files. Also data collected from Department Coordinator Officers of all departments, student Affairs Office, Office of Co curricular Activities, university archive, websites, newspaper etc.

■ Primary data analysis

For the main prospect of my report I have decided to use primary data analysis. For this I have structured a small survey in the perspective of Public Relations Department of the BRAC University. I have interviewed some senior faculties & Officials, students of the University.

5.3 Limitation of the Report

Most of the people are not aware of PR. Due to shortage of time and opportunity collected data could not be possible to compare with the data from other University.

5.4 PRO Mission Statements

The PRO is BRACU’s eyes and ears, constantly alert to valuable possibilities and unforeseen threats. Its primary purpose is to develop and maintain fluid channels of communication between bodies within the university, as well as intelligently managing its external communications and relationships with stakeholders. The:

- Shaping of the public’s perception of BRACU
- Efficient distribution of information
- Development of strategic relationships
- Brand positioning
- and influencing of public policy

All fall within the remit of the Office, and thereby depend upon its efficiency and success.

5.5 PRO Functions and Structure

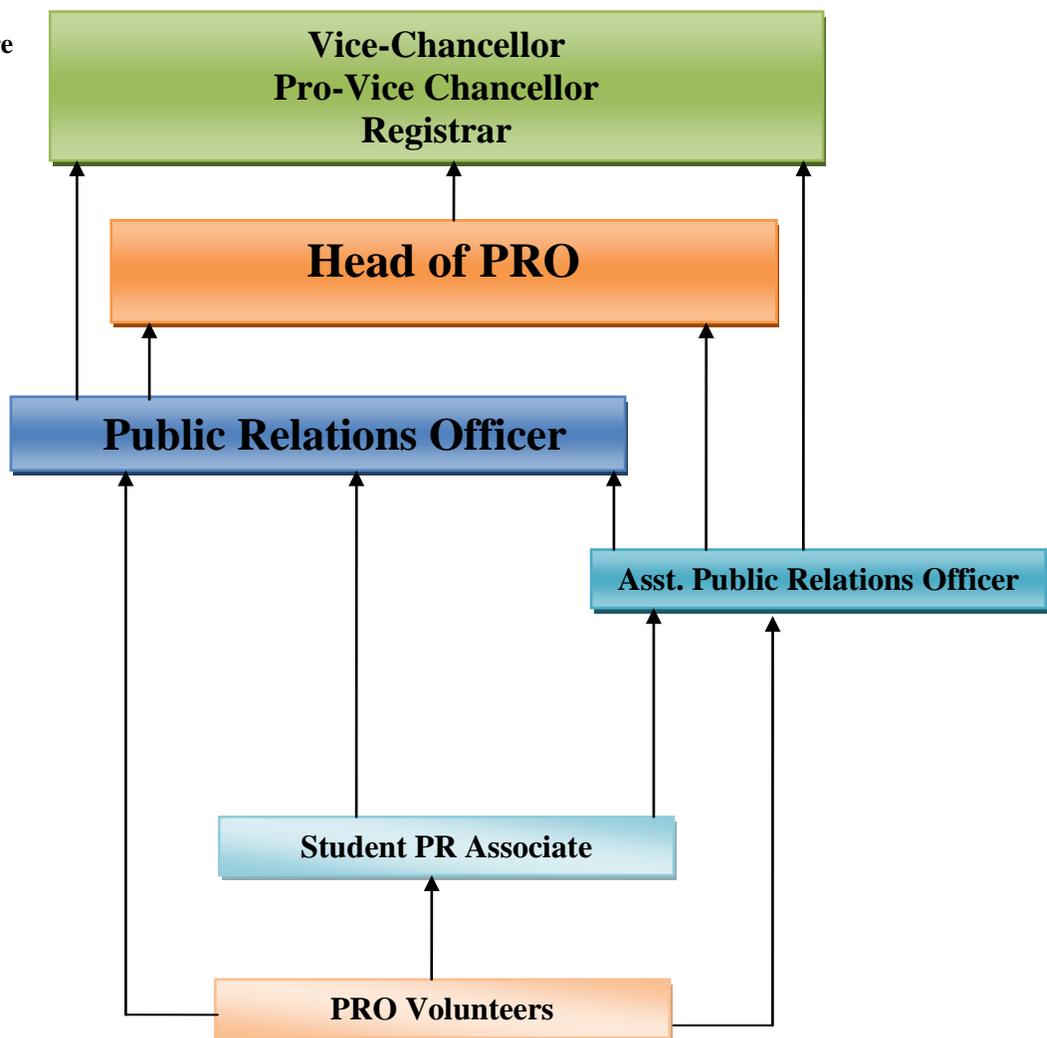
The PRO is a small team, composed of several persons, which reports directly to Head of PRO and indirectly to BRACU’s Registrar, Pro- Vice Chancellor/Vice-Chancellor. The PRO’s existing functions are diverse, covering:

- Stakeholder communications (including internal communications)
- Media Consulting (for university departments)
- Profile Raising
- Relationship Management
- Event Coverage
- ‘Quality filtering’ and
- Administration

With time the PRO intends to broaden and refine its activities so as to include:

- Marketing and Brand Positioning
- Public Affairs
- Crisis Communications

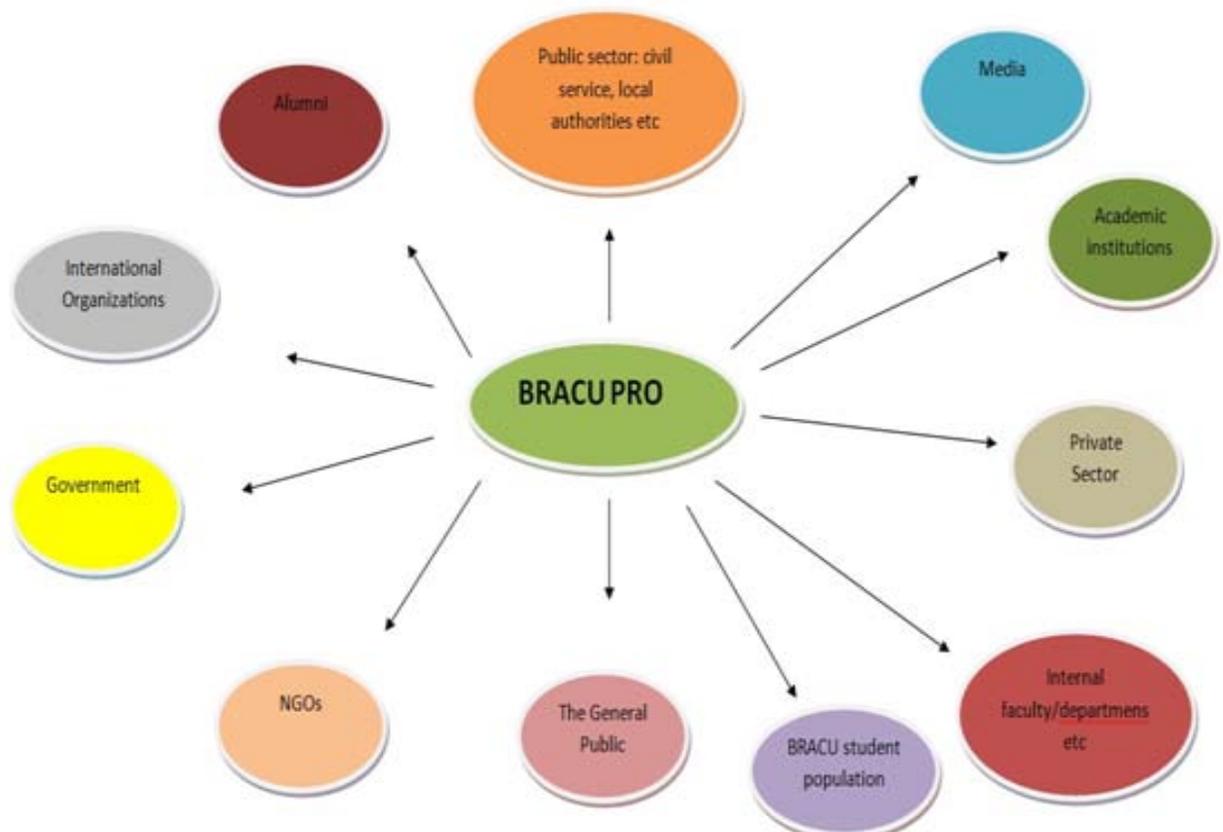
Figure: 2
PRO Structure



5.6 Stakeholders

Relationships are obviously integral to everything the PRO does, which is why we have developed a stakeholder map to manage existing ones diligently, and build new strategic ones where it is in our interest.

Figure: 3
Stakeholder Map



5.7 Mediums of Communication

- The PRO aspires to provide an ‘integrated communications service’ that encompasses many communications mediums, including:
- the media (press and broadcasters)
- telephone & fax

- emails, letters and other forms of written communication
- networking and face-to-face engagement
- the BRACU website
- social media

5.8 Daily Activities

The PRO’s daily activities are split between internal and external functions, which have been listed in the table below.

Internal & External Function

Internal Function	External Function
Relationship management: contact and invite the print and electronic media to BRACU programs	Relationship management
Take necessary steps to publish press releases in reputed national dailies and TV channels	Administration
Editing of BRACU monthly bulletin	PR consultation to university departments
Preparing departmental write ups and press releases	Public liaison
Maintain university photo archive	Crisis management support
	Advice and support for BRAC University Press
	Advice and support for BRAC University Press

The PRO has also introduced new daily activities that will be of immediate interest and practical value to the university:

- **Media monitoring:** weekly media briefs, including context and analysis will be distributed to faculty, departments and senior management. Given labour and time restraints the PRO will begin with a narrow set of sources:
 - The Daily Star (English)
 - The Daily Sun (English)
 - The Daily Prothomalo (Bangla)

- **Social media monitoring:** will be checked twice a week.
 - BRACU Facebook site
 - BRACU Twitter site
 - BRACU Youtube channel
 -
- **Student marketing push:** an email inviting students to highlight their favourite aspects of BRACU will be distributed with a view to engaging them in the PRO's renewed activity

5.9 Work Procedure of PRO

Internal

1. To contact/ invite the various **print and electronic media** for coverage of BRACU events and programs. To take necessary steps to publish BRACU University **Press Releases** in the reputed national Dailies / TV Channels.
 - PRO calls the media with written and mailed invitations and coordinate them
 - PRO covers the event with photographs
 - PRO takes important notes on the events
 - PRO asks for Press Release to the responsible authority/ makes press release
 - PRO edits the photographs
 - PRO circulates the press release to the media and follows up
2. To assist **Registrar Office** in **monthly website bulletin**
 - PRO receives rough bulletin from Registrar Office
 - PRO proof reads
 - Send it back to Registrar Office
3. Preparing write ups for individual departments
 - **Concern departments** call for PRO's assistance
 - PRO takes notes from them and makes the write ups
 - After completion, PRO takes approval from the department
 - PRO circulates the write up to media

- PRO broadcasts the media coverage through BRACU-all mailing system

External

1. To coordinate with the government security authorities/ government bodies (Foreign Ministry, Embassies etc.) in connection with foreign students visa and foreign teachers’& employees’ work permit and visa, and other matters whenever needed.
 - **Individual departments/ VC/ Pro-VC** seek PRO’s assistance
 - For VISA, PRO goes **VISA application office** and embassies to maintain official formalities (filling forms, submitting money etc.)
 - PRO receives authorization letter from the **assistance seeking personnel**
 - PRO contacts with **travel agencies** for air tickets according to the applicant’s desire
 - **Ministry of Home Affairs** is responsible for security clearance for the foreigners visiting the university. PRO cooperates and coordinates the ministry and the foreigners through **SB/NSI** in verification
 - Tax clearance of the foreigners is done by **accounts department**. PRO takes help from them.
2. Public Relations department is also involved to provide accommodation facilities for local and foreign students and visiting faculties of BRAC University.
 - **Individual person** seeking accommodation/ **higher authority** asks for PRO’s assistance
3. To highlight BRAC University activities to visitors, foreigners and local resources and organizations on their visit
 - Visiting team/ higher authority asks for PRO’s assistance
 - In some cases, if needed, PRO contacts to the offices concerned to get visiting permission

4. To maintain liaison and coordinate with the Honorable Chancellor’s Office, Prime Minister’s Office, Education Ministry, University Grants Commission (UGC) and BOI relating to BRAC University affairs.
 - On the eve of convocation, PRO contacts with the **Honorable Chancellor’s Office** and **Prime Minister’s Office** (with PS) for invitation
 - PRO coordinates between the **Registrar Office** and University Grants Commission (**UGC**) regarding national and international grants
 - PRO coordinates between **HR, Accounts, Registrar Office** and **BOI**
5. Managing the PR aspect of a potential crisis situation.
 - PRO acts as the medium of communication between **VC/ Registrar Office** and **media** and other authority concern during a crisis moment to strengthen university’s stands and its reputation. (For example, preparing rejoinders or statements about illegal allegations or persuasion with the alligator etc.)
6. Involve with BRAC University Press
 - PRO as a **manager**, gets instruction from Advisory Committee which approves any publication to be printed
 - PRO acts as the secretary of the board setting the type/ font, ensure proof, defining price policy, stock position, marketing policy implementation, distribution, maintaining liaison with author/ editors
 - PRO coordinates with **procurement** for collection of quotations from the press to give work order
 - **Editorial board** is responsible for preparing technical content, cover, design, proof reading and approving the proof
 - Finally, PRO works with BRAC **University** Press

5.10 Factors to be considered in to publish the press releases

Before going to the send the Press Releases to media houses ,BRACU Public Relations Office adopts some factors. These factors are:

- Check properly whether information are properly included
- Quality of writing
- Impression of the newspaper to the general people
- Relationship with the journalist

These are done by the PR Officer of BRAC University after taking the final approval of the head the department.

5.11 Selection Procedure of Advertisement

PR always follows comprehensive and extensive selection procedures in search for the most ideal Newspaper in the county. Most of the cases it focuses on most popular newspaper in Bangladesh both in Bangla and English. Most of the cases newspapers which have maximum market share get more advertisement. Apart from the papers' which have less market share also get advertisement, to maintain the long term relationship and to serve the purpose of the University. PRO also gives advertisement to some small tablet newspaper and magazine as part of it's marketing strategy.

5.12 How PRO works with other departments

Concerned department inform the PRO about any seminar, conference, workshop or any other event. Students Affairs office and OCA also coordinated with PRO about any event. PRO office published in the website of BRAC University so that students and teachers can know about the events well in advance to join the events. BRAC University has 39 clubs & Forums. Every clubs and forum has also PR director. Sometimes they also coordinate with PRO about publishing in the newspaper. PRO provides support to publish the press release in the proper time.

Chapter - 6

Recommendations & Conclusion

6.1 Recommendations

Based on objectives, findings and analysis some recommendations have been developed. It would be valuable for the PR to follow these:

BRAC University (BRACU) is one of the best kinds of University in Bangladesh. It has around 1000 teachers and staff and around 6000 students.

In this university relationship with the internal and external stakeholders should be very nice for excellent output. There is no proper guideline in PRO regarding the PR strategy, so it should be done immediately. PR policy should be clear to all of internal stakeholder. Relationship among PR team should be nice. All of PR has to be very friendly, kind and hardworking. Involvement with the students should be increase. Under the umbrella of BRAC University two different institutes like BIGH & BIGD have different communication wing. It can be merge together so that the information can deliver to the internal and external stakeholder through the same channel. There should be sufficient budget in this department for branding and other promotional activities. Facilities should increase for job satisfaction.

6.2 Conclusion

PRO is one of the required department of the university to get the approval from the University Grants Commission. As it is maintaining relationship with the stakeholders of the university, PRO is all about building relationships to advance, promote, and benefit of the University. It aids in marketing the department for recruitment purposes and can lead to improved quality of student applicants. It is improving the reputation of an individual department. As an intern I have learned how Public Relations Office covering special events, special promotions, public affairs, social networking etc.

By managing, controlling, or influencing people's perceptions, PRO hopes to initiate a sequence of behaviors that will lead to the achievement of BRAC University's objectives. To accomplished primary objective public relations successfully create, change, or reinforce opinion through persuasion.

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