

**Acharya Bangalore B School**  
**Department of Media and communication**

**Profile of Prof. Neetu Sharma:**

Prof. Neetu Sharma is a communication expert, has completed her MPhil in Political Brand Building and has done Post Graduation in Mass Communication. She has a specialization in Advertising and Public Relations from Bharatiya Vidya Bhavan. She has 3 years of experience as a PR Manager of a reputed Institute. She was associated with ISRO, Income tax department and Indian Defense Organization as a PR Trainee. She was the first Chief Coordinator of Young Communicator Club, Youth Wing of PRCI (Public Relations Council of India), a renowned National Level Organization of Media practitioners. She was bestowed with the “Best Motivator” award at the 7th Global Communication Conclave 2013 at Hyderabad.

