



Mastering Public Relations

NATIONALLY RECOGNISED & INTERNATIONALLY ACCREDITED

OVERVIEW

Public Relations plays an important role in helping organizations realize their goals. In the age of social media, PR professionals must manage a two-way flow of information between the organization and the public. They are strategic thinkers and planners, skilled communicators, and leaders who help their organizations build and maintain relationships. Taught by professionals actively working in the field, this certificate will help established or aspiring practitioners enhance their knowledge and develop new skills in the communications field.

WHAT YOU WILL ACHIEVE

Upon the completion of this course, you will be able to:

- See public relations as a link between organizations and their environments
- Use systems theory to guide your understanding and practical application of public relations
- Define the roles and key areas of focus for the public relations team within an organisation
- Understand the differences between internal and external public and audiences
- Identify and understand how a range of external forces, including conflict, activism, corporate social responsibility affect the practice of public relations

METHODOLOGY

Well-balanced theoretical and practical methodology, which includes interactive discussions, case studies, interactive activities/exercises and assignments to understand the concepts and their applicability

WHAT YOU WILL LEARN

- PR Strategy in a Management
- Context PR's Place in the Organization
- Reputation Management
- Internal Communication and PR
- Sales and Marketing Promotion
- Media Relations
- Research Methods: Measures and Motives
- The Ethical Dimensions of PR

Each module focuses on clear objectives and skill demonstrations that can be easily linked to real life instances.

FEE

USD2,150 / per person

Group Discount:

- 2-4 pax : 2.5%
- 5-7 pax : 5%
- 8-10 pax : 10%
- 11-13 pax : 15%
- 14-16 pax : 20%

*****All prices are VAT exclusive.**

Fee Includes:

- 5-Day Training
- Nationally Recognized and Internationally Accredited Certificate of Completion
- Module Notes and Stationary
- Tea/Coffee Breaks
- Working Lunches

***Note:** all other expenses are to be borne by participants.