Certified Public Relations Specialist

Course Introduction

Public Relations is a profession that involves creating positive relationships between the organization, institute or individual and its main stakeholder community. Media becoming very advanced and business operations are complex the need for genuine public relationship has almost become a strategic function of current day organizations in order to keep all important stakeholder relationships positive and at the end theyare managed and sustain for mutual benefit.

In this context, People undertaking such an important function should be skillful and capable being result oriented and effective in their task. This course intends to offer and successful completion the participants would be molded into thorough Public Relations Specialist (PR Specialist) .A comprehensive and modern PR applications in much practical manner would be taught to appreciate , understand and practice PR within professional approach.

Integrated Learning Outcome and Objective

It is designed to offer through the course studies a comprehensive and advanced knowledge of theories fundamentals, processes andmodels and applications of Public Relations in more practical yetin a simplified form.
On successful completion of the course the participants should be able to develop and appreciation and understanding towards Public Relations and its contribution to support the organization to achieve end objectives. Also understanding how the elements within the process interact to create a systematic approach to the effective and efficient PR management. The integrated learning experience in form of a practical course at the end mould an effective PR Professional.

Course Duration

8 weeks learning each lecture session consists of 3 ½ hrs.
Total 28 hrs (Weekend- Preferable Fridays)

Study Methodology

Comprehensive study materials with supplementary readings
Lecture sessions through power point presentations.
Wide usage of practical real life scenarios and case studies

For whom

High School Students
University Graduates
Practicing Manager and Supervisors in the field of media / advertizing / communications / promotion
Those who aspire to make careers in media / adverting / communications

Public Relations (PR) Syllabus Areas.

A. Understanding Public Relations and its application

A.1 The meaning and development of public relations
A.2 Public Relations (PR) as a management function.
A.3 Public Relations (PR) Planning Process.

B. Public Relations in Practice

B.1 Ethics in Public Relations (PR)
B.2 The work environment
B.3 Public Relation (PR) tools and techniques
(Focusing on Event Management & Media Relations)

C. Media Relations and Media Writing

C.1. The Mass Media
C.2 The relationship between PR and the Media
C.3 undertaking media relations

D. The professional Environment

D.1 Marketing & Advertising (Communications)
D.2 Direct Marketing, Promotional Activity, Event Management
D.3 working with external organizations, Presentation Skills
D.4 PR Case Study Analysis

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