



**Course:** **Public Relations and Corporate Communications**

**Contact Hours:** **24**

**Pre-requisite:** **None**

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### **Abstract**

This module enables participants to demonstrate an understanding of the public relations process and the strategies necessary to effectively communicate with the media and by extension the wider society. Learners will view public relations within a theoretical framework, with emphasis placed on planning for growth management, evaluation, and strategic planning in public decision-making.

### **Target Audience**

Anyone interested in entering the field of communications and persons who wish to improve their public speaking skills.

### **Learning Outcomes**

Upon completing this course, participants will be able to:

1. Identify key elements and principles of Public Relations
2. Demonstrate an understanding of the communication process
3. Demonstrate ability to work in groups to prepare oral presentations.
4. Prepare reports, television productions and advertisements
5. Review crisis communication strategy and understand the principles of event Management

## **Course Content**

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### **What are Public Relations?**

- Definition of and an introduction to Public Relations within a theoretical framework
- The Communication Model and Process
- Group session

### **Designing the Communications Plan**

- Defining Public Relations - Objectives and Strategies in relation to the Corporate Mission
- The Process of Public Relations (RACE - Research, Analysis, Communication and Evaluation)
- Focus Group session

### **Strategies & Tactics**

- Public Opinion, Persuasion and reaching audiences
- Technology in PR and its use as Strategy
- Written, Spoken and Visual
- Group session

### **Issues & Crisis Communication**

- Case studies - Crisis Communication
- Crisis communication tactics
- Group session

### **Managing Promotions, Publicity & Social Marketing**

- Events Co-ordination, protocol and media management
- The Role of Public Relations in society: relationships and interface with government, non-government organization and community-based organizations
- Group session

### **The Intersection of Disciplines**

- Integrated Marketing Communications, Branding & Public Relations
- Presentation and assessment