



المركز العالمي للتدريب والتطوير  
International Centre For Training & Development



PUBLIC  
RELATION

# INTRODUCTION

## To Public Relations & Mass Communication



INTERNATIONAL ACCREDITATION ORGANIZATION



UNIVERSITY OF ROCKHAMPTON  
MAKING THE DIFFERENCE



## Course Introduction:

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A compact course on Public Relations (PR) for beginners as well as those who are in communication roles who would like to have a quick overview of PR and its roles and functions.

## Course Objectives:

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To provide an insight into PR and to equip participants with a sound understanding of the principles and basic techniques of PR for day-to-day operations and in a crisis.

## Who Should Attend?

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Anyone who is interested in learning more about PR, and who is keen to pick up the basics.

## Course Outline:

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### **Introduction to Public Relations (PR) and Principles**

- Definition of PR and its key principles
- The role of PR in an organization
- How to leverage on effective PR when reaching out to stakeholders and other 'publics'
- PR conventions and terms
- The importance of corporate image and role of PR in developing and sustaining that image

### **Publicity and promotions to benefit an organization**

- Types of publicity – positive and negative
- How publicity and promotions contribute to an organization's corporate image

### **Negative publicity that is detrimental to an organization**

- How to anticipate and respond to negative publicity

### **What is a crisis?**

- Types of crisis
- How corporate image and brands are affected by a crisis
- How to employ PR effectively when a crisis strikes an organization

### **Crisis Communication**

- Communication objectives and key messages in a crisis
- How to employ PR proactively in crisis and issues management
- Tools of the trade in crisis communication

### **Online crisis communications**

- How online media has evolved as a key player in crises today
- How to utilize online media effectively in a crisis

### **Salvaging a reputation after a crisis**

- How PR can be used to restore an organization's reputation after a crisis

### **Introduction to encounters with the Media/Interview Techniques**

- Understanding the different types of media (mainstream and online)
- How the media operates
- Media terms and conventions
- How to engage the different media to reach out effectively to key audiences
- How to handle the different types of media interviews

### **Introduction to Events Management**

- Types of events
- Planning and strategies involved

### **Group work/practical session: Public Relations Campaign**

- This will be the finale to the three-day course. Participants will develop and present a PR Campaign based on a scenario provided to demonstrate the principles, key concepts and techniques that have been covered in the course

## **Course Methodology:**

### **A variety of methodologies will be used during the course that includes:**

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

## Course Certificate:

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**International Center for Training & Development (ICTD)** will award an internationally recognized certificate(s) for each delegate on completion of training.

## Course Fees:

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**To be advised as per the course location.** This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

## Course Timings:

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### Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

