PR & Media · PR400

Public Relations Excellence: Strategies, Communication, and Reputation Management

Duration	Category	Ref
1 Week	**PR & Media**	**PR400**
Language	Certificate	
English	**Certificate of attendance**	

Introduction

This course provides a comprehensive theoretical foundation in public relations, focusing on communication strategies, media relations, and reputation management. It equips participants with the knowledge required to build and maintain a positive organisational image, manage stakeholder relationships, and respond effectively to communication challenges in various professional environments.

Objectives

By the end of this course, participants will be able to:

- Understand core public relations concepts and frameworks
- Identify key stakeholders and manage relationships effectively
- Develop communication and public relations strategies
- Understand media relations and communication channels
- Recognise crisis communication principles
- Apply branding and reputation management concepts
- Evaluate PR performance and communication impact

Organisational Impact

Organisations will benefit from:

- Improved public image and brand reputation
- Stronger communication with stakeholders and the public
- Better handling of media and public interactions
- Enhanced preparedness for crisis situations
- More consistent and strategic communication practices

Personal Impact

Participants will gain:

- Strong theoretical understanding of public relations practices

- Improved communication and messaging awareness
- Enhanced ability to manage public perception
- Better understanding of media and communication channels
- Increased confidence in handling PR-related responsibilities

Target Audience

This course is suitable for:

- Public Relations Officers
- Communication and Media Staff
- Marketing Professionals
- Customer Relations Staff
- Administrative and Corporate Staff
- Individuals involved in external or internal communication

Course Outlines

Day 1

Fundamentals of Public Relations

- Definition and scope of public relations
- Evolution and importance of PR
- Key roles and responsibilities in PR
- PR vs Marketing vs Advertising
- Overview of PR frameworks and models

Day 2

Stakeholder & Communication Management

- Identifying and analysing stakeholders
- Internal vs external communication
- Communication channels and strategies
- Message development and positioning
- Building trust and credibility

Day 3

Media Relations & Content Strategy

- Understanding media landscape
- Principles of media relations
- Press releases and communication materials (theoretical)
- Social media in PR
- Managing public perception

Day 4

Reputation & Crisis Management

- Corporate image and branding concepts
- Reputation management frameworks
- Crisis communication principles
- Risk identification and communication planning

- Handling negative publicity (conceptual approach)

Day 5

PR Strategy & Performance Measurement

- PR campaign planning frameworks
- Aligning PR with organisational goals
- Measuring PR effectiveness (KPIs and metrics)
- Reporting and communication evaluation
- Continuous improvement in PR practices

Ask us for a date for this course

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