



PUBLIC RELATIONS CAMPAIGN: From Planning to Execution

Course Introduction:

This Public Relations course in strategic planning (campaigns) is a junior-level course. Instructor will guide students in applying what they have learned in foundation courses about public relations (E.G., writing, graphics, and research) to the needs of an actual client. Participants work in teams to design and execute appropriate communications campaign(s) to meet the needs of the client.

Course Objectives:

By the end of the program, participants will be able to:

- Explain the importance of organizational and corporate image
- Create and implement a PR plan
- Manage a crisis using PR means
- List contributions of PR campaigns to strategic management
- Measure PR effectiveness

Who Should Attend?

PR officers and any other key personnel involved in creating and enhancing a positive image for their organization.

Course Outline:

PR Recap

- PR: Definitions, Concepts
- Stakeholders in PR
- The Many Components of PR
- Key Differences between PR and Advertising

Creating and Implementing a Public Relations Plan

- PR Plan: Definition and Needs
- Characteristics of a PR Plan
- Situation Analysis (SWOT)
- Target Audience(s)
- Goals (What Do We Hope to Accomplish?)
- Objectives (What needs to be done?)
- Key Messages: Simple and Descriptive
- Strategy (Methods to Accomplish Objectives)
- Tactics (Deadlines and Cost)
- Timeline and Responsibilities

Contributions of PR Campaigns to Strategic Management

- PR and Strategic Management
- What PR Can Accomplish
- Environmental Scanning
- Issues Management
- Crisis Management
- Relationship Management
- Reputation Management

Crisis Management Using PR Means

- Defining and Identifying a Crisis
- Remembering the Rules in a Crisis
- Phases of a Crisis
- The Disclosure Principle
- The Symmetrical Communication Principle
- The Relationship Principle
- The Accountability Principle

Importance of Organizational Image

- Public Opinion (Attitudes, Opinions, Actions)
- Image and Reputation Management
- From Identity to Reputation
- Relationship Management

Measuring PR Effectiveness

- Purpose of Evaluation (Output, Outcome)
- Evaluating (Process and Goals)
- Matching Objectives and Results
- Measurement (Production, Exposure)
- Public Opinions and Surveys
- Measurement Techniques

Course Fees:

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

Course Certificate:

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

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 Timings:

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