



PUBLIC RELATIONS & Integrated Marketing Communications

Course Introduction:

This course is designed to teach you how to THINK like public relations professional. To do so, you will need to understand the importance of research and the critical step in developing a public relations initiative: identifying and understanding your target audience. Once you have identified the public(s) you are trying to reach with your message, you can begin to build your public relations campaign.

Course content is designed to enable students to better identify the specific audiences they seek to reach, the characteristics of each audience, the tactics that are best suited to reach the audience and how various media (print and broadcast, trade and consumer, local and national, blogosphere, Twitter, Facebook, among others) can be used to reach them.

It is a training discipline for professional knowledge and skills in communication, applied to corporate management, in institutions of government, commerce and Industry non- profit agencies and academia.

The expertise and skills required of PR practitioners include the strategic handling of tools and channels for information distribution and retrieval, to build relationships with individuals and target groups or “publics” through planned Action and Communication via mass media, new media, and person to person.

Course Objectives:

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

- To learn to think, write and speak like a publicist.
- To learn to identify 'news.'
- To understand the workings of the media -- and the 'new media' landscape – as the conduit to reach your target audience.
- To understand the different and varied techniques and their appropriate and strategic use.
- To reinforce the basic concepts of effective public relations.
- To better understand the impact of public relations on the news and the news on public relations.

Who Should Attend?

Business Corporations, PR Specialist Service Providers, Advertising Agencies, NGOs, Government Divisions and Departments, Academia and in the Mass Media News and Entertainment Industry Corporations.

Course Outline:

Core Skills for Public Relations

- P.R. Concepts, Structure and Practice
- The P.R. Campaign / Strategic P.R.
- Effective Writing for P.R.
- P.R. and Media Relations
- Client Servicing
- Corporate Communication Concepts
- Corporate Communication Practice
- News Reporting
- Research and Research Writing
- Measurement of P.R. Objectives/Campaigns

Foundation Based Skills for P.R.

- The Making of a P.R. Professional
- Management Studies
- The Mass Media Industry
- Effective Business Communication
- Integrated Marketing Communication
- P.R. Industry Practice and Application
- Event Management
- Event Planning and Execution in P.R.
- Computer Skills for Media and Communication
- New Media

Crisis Communication

- Value Added Skills for P.R.
- Relationship Management
- P.R. Law and Media
- Audio Visual Communication Production
- Public Speaking & Presentation Skills for P.R. Professionals
- Professional Etiquette and Standards for P.R. Professional

Concentrations

- Public Relations
- Corporate Communications
- Integrated Marketing Communications
- Digital Communications
- Cause Communications

- Ethics
- Elements of Communications Planning

Electives

- Integrated Marketing Communications
- Global Communication in the Age of Social Media
- Crisis Communications
- Cause Consulting
- Digital Analytics and Measurement
- Brand and Creative Strategy
- Visual Storytelling

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 Fees:

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:

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

