

Professional Development course in Advance Public Relations Writing

Dates: 1-5 October week one and 26-30 November week two



This intensive and practical programme focuses on the essential writing skills that are needed to be a professional public relations practitioner.

The outcomes covered are:

- Effective writing: grammar and style.
- The writing process: Writing for the journalistic media.
- Writing for the organisational media;
- Feature articles, online writing – websites, blogs, wiki content, electronic newsletters and communiqués – annual reports and brochures.
- Editing and proofreading.

Assessments: During the break between the first and second week learners are required to prepare formative assessments. Learners are also required to complete homework assessments which will count toward their year marks. The learning programme is concluded with a 5-hour practical summative assessment based on a case study

Cost: R18 108.00 (Incl. VAT)

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