



P R I S A

Public Relations &
Communication Management

ESTABLISHED 1957

COURSE OUTLINE

Course	Professional Development Programme in ADVANCED PUBLIC RELATIONS WRITING
Date	13-17 August (Week 1) & 26-30 November (Week 2)
Region	Gauteng
Venue	TBA
Time	08:30 - 16:00
Registration	08:30 to start promptly at 09:00

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

PR Writing Modules:

- 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

Entry requirements

Grade 12 (matric) and a fair command of English within a public relations environment.

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.

Duration:	10 Days
CPD Points:	40
PRISA Member:	R16 284.00
PRISA Non-member:	R18 108.00
Accommodation NOT included in any of the fees Fees subject to change	

Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.



P R I S A
Public Relations &
Communication Management
ESTABLISHED 1957

The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

Services Seta SDL no 950721458

Book online now to secure your seat as space is limited
Contact: Claudia Brittoe at claudia@prisa.co.za or 011 326 1262