

Public Relations Practice

17-21 September week one 12-16 November week two



Experience a real life, case-study based programme on how to plan and measure public relations campaigns.

The outcomes covered are:

- The profession
- Theoretical foundation
- Techniques/functions
- Special events
- Spoken word
- Internal communication
- Media liaison
- Managerial areas
- Issues management
- Information and communication technology

Assessments: Workplace based assignments and a practical exam based on industry case study.

Entry requirements:

Practitioners who have four to seven years' experience in public relations and communication as well as relevant qualifications.

Cost: R18 108 (Incl. VAT)