



P R I S A

Public Relations &  
Communication Management

ESTABLISHED 1957

## COURSE OUTLINE

Course	<b>Professional Development Programme in PUBLIC RELATIONS PRACTICE</b>
Date	<b>10-14 September (Week 1) &amp; 12-16 November (Week 2)</b>
Region	Gauteng
Venue	TBA
Time	08:30 - 16:00
Registration	08:30 to start promptly at 09:00

**Real life, case-study based programme on how to plan and measure public relations campaigns.**

### **PR Practice Modules:**

- The profession
- Theoretical foundation
- Techniques/functions
- Special events
- Spoken word
- Internal communication
- Media liaison
- Managerial areas
- Issues management
- Information and communication Technology
- Manage a PR programme
- Research
- Planning
- Budgeting
- Evaluation

### **Entry requirements**

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

### **Assessments:**

Workplace-based assignments. A practical exam is based on a case study.

<b>Duration:</b>	<b>10 Days</b>
<b>CPD Points:</b>	<b>40</b>
<b>PRISA Member:</b>	<b>R16 284.00</b>
<b>PRISA Non-member:</b>	<b>R18 108.00</b>
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.*



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Book online now to secure your seat as space is limited  
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