

## Public Relations Practice

28May -1 June week one and 23-27 July 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)**