

Public Relations Management

16-20 July week one and 10-14 September week two



For more experienced practitioners who want to develop their strategic public relations and communication management skills.

The outcomes covered are:

- Communication theories
- Strategic principles of management
- Strategic value of PR
- Tactical and strategic planning in PR
- Research
- Human resources for PR
- Crisis communication
- CSI
- Strategic internal communication & corporate culture
- Change management
- How to structure a PR department

Assessments: Workplace based assignments, practical board presentations and media conferences. Open book exams based on industry case studies.

Entry requirements:

Recommended 8 – 10 years experience in all aspects of public relations and communication as well as relevant qualifications.

Cost: R20 610 (Incl. VAT)

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