

Essentials of Public Relations

This course provides an overview of using Public Relations (PR) in today's world, incorporating press and social media releases, measuring the success of a PR campaign, and much more.

course outline

IS THIS COURSE FOR YOU?

In this course, you'll learn the fundamentals of modern PR, including new research and marketing methods, how to create and maintain relationships with influencers, and how to react to negative news stories.

You'll also learn how to build and monitor a successful PR campaign.

ABOUT THE COURSE

Public relations (PR) has always been a balance of persuasion, information, and communication. The rise of social media and lightning-fast news cycles requires that modern public relation professionals engage more with their audiences and build and maintain relationships.

There are two modules in the course:

Module 1 - Strategies for the modern Public Relations Professional, including how to build relationships with influencers, how to handle a PR crisis effectively, the characteristics of a successful PR plan, and more

Module 2 - Writing Skills for Public Relations, including identifying the characteristics of a compelling key message, best practices for distributing a press release, and identifying key characteristics of quality social media releases

AIMS AND OBJECTIVES

This course will teach you strategies to work effectively with modern PR tools.

PRE-REQUISITES

There are no pre-requisites required for this course.

CAREER PATH

This course is ideal for anyone who participates in activities designed to promote their organisation's brand and grow its audience.

COURSE DURATION: 1 hour

(Actual course duration will vary from individual to individual, based on prior skills and application.)



CPD POINTS: 1

(CPD points awarded upon successful completion)

To find out more, speak to one of our Course Advisors.

