



Introduction to Public Relations

Presented by the Department of Communication Management,
University of Pretoria

Public relations in South Africa is a sophisticated, multi-faceted discipline that helps to forge effective two-way communication between an organisation and its publics. In commerce, education, politics, religion and the arts, public relations plays an effective management role in its own right.

This **Introduction to Public Relations** short course is aimed at individuals with a public relations component in their jobs. This will equip these individuals to be able to add value to the public relations function of an organisation.

Course content

Fundamentals of public relations

- The scope and development of public relations
- Public relations and communication (the importance of communication in public relations)
- Stakeholder and reputation management
- Internal communication

Public Relations and the media

- Working with the media
- Developing a media toolkit
- Social media

The techniques of public relations

- Effective listening
- Effective communication
- Business communication
- Corporate image and corporate identity
- Corporate social investment
- Public relations, issues and crisis management
- Doing it right: A guide practical guide to public relations
- Correctly dealing with cultural diversity, protocol, business etiquette and special events

Learning outcomes

After successfully completing this course, you will have a clear understanding and adequate knowledge of

- the fundamentals of public relations
- public relations and the media
- the techniques of public relations, and
- the practical implementation of public relations.

Who should enrol?

This course is aimed at individuals with a public relations component in their jobs or any individual wishing to explore and learn more about public relations as a future occupational direction.

Course fees

R5 500.00 (VAT incl.)

Course fees include all course material for use during contact sessions.

Course fees must be paid in full 14 days prior to course start dates. Proof of payment can be submitted to enrolments@enterprises.up.ac.za.

Admission requirements

Prospective delegates should at least have a National Senior Certificate (Grade 12).

Accreditation and certification

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Registration and enrolments

Client Information Centre

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Shifting knowledge to insight

