

# Certified Public Relations Manager



## INTRODUCTION

A public relations has become an essential business tool, not something that could be eliminated. On the whole, companies want to do a better job telling their stories. The best preparation for public relations is becoming a strong writer. There is no greater need than having a strong writing ability. The program comprises a chapter, beyond the introductory writing section. The chapter includes expanded "how to" counsel on two areas of increased importance in public relations practice.

The Certified Public Relations Manager program provides new approaches and emphasis. The program looks closely on the effect and benefits of social media and other means.

Above all, public relations responses and relationships must be based on the single concept of "doing the right thing". Indeed, acting ethically lies at the heart of the solutions for the more than 10 case studies that the program presents.

## CERTIFICATION (AWARDING BODY):

Institute of Professional Managers (IPM) – All assessments internal and external verification for this program will be monitored and controlled by IPM Quality Assurance Department.

Students who get 80% final mark will be awarded certificate from Management Development Institute – An official institute representing Missouri State University - USA

## TARGET AUDIENCE

The course is intended for Public relations Officer, staff, and aspirants who would like to enhance their skills, update the knowledge, information about public relations, social media and different relations that PR has within society.

## COURSE CONTENTS

### Part 1: Evolution

Chapter 1: What is Public Relations, Anyways?

Chapter 2: The History and Growth of Public Relations

### Part 2: Preparation / Process

Chapter 3: Communication

Chapter 4: Public Opinion

Chapter 5: Management

Chapter 6: Ethics

Chapter 7: The Law

Chapter 8: Research

### Part 3: The Publics

Chapter 9: Media Relations/Print & Broadcast

Chapter 10: Employee Relations

Chapter 11: Community Relations

Chapter 12: Consumer Relations

Chapter 13: International Relations

### Part 4: Execution

Chapter 14: Public Relations Writing

Chapter 15: Writing for the Eye and Ear

Chapter 16: Integrated Marketing Communications

Chapter 17: Public Relations and Social Media

Chapter 18: Launching a Career