

Short Course in Public Relations

The field of public relations has changed with the evolution of computers and the speed with which information can spread. However, the need for public relations to be clear, concise, and accurate while being completely appropriate for the situation has not changed. In this comprehensive course, you will learn how to determine the type of information required, to approach PR strategically, create compelling releases, and manage your media relations.

What Will Students Learn?

- ✓ Apply the different purposes to strategic vs. tactical PR
- ✓ Design a PR strategy
- ✓ Develop strong relationships with reporters and journalists
- ✓ Take their communication skills to a higher level

What Topics are Covered?

- ✓ English as First language
- ✓ Business Communication
- ✓ Business Writing
- ✓ Developing your Executive Presence
- ✓ Strategy Planning
- ✓ Employee Accountability
- ✓ Public Relation
- ✓ Digital Citizen
- ✓ Digital Transformation
- ✓ GDPR Readiness : Creating a Data Privacy Plan
- ✓ Working with Media
- ✓ End User Computer

What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes
- ✓ Specialized manual and course materials
- ✓ certificate of completion

Pre-Registration Information

Yes! I would like to attend the **short course in Public Relations!** Sign me up for the following session: **January 2019**

310 OAK Avenue, NBS Building 3rd Floor Randburg.

Cornerstone Supreme Accreditation Number:

- SETA : 12255
- Bankseta : Bank-Corne180502

Payment : R 8000

- Alternatively : Deposit : R 2500 and R 1100 / Mth for a period of 5 months

Banking Details

- **Account Name** : Cornerstone supreme
- **Account Number**: 62653109283
- **Bank** : FNB
- **Branch Code** : 620

NB : Use your Name and ID as reference



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