

Public Relations

DESCRIPTION:

Every employee of any organization should be prepared to use their skills to present a positive image of their company at all times. They must be prepared to respond quickly to any crisis that may arise. By putting the right effort into building a solid reputation during good times your organization will be able to withstand the negative press if a crisis were to arise. Participants of this program will understand their role as PR professionals, acquire verbal and written communication techniques, and get the ability to evaluate crisis situations and deal with the media while promoting the reputation of the organization.

OBJECTIVES:

Upon completion of this program you will be able to:

- Analyze and assess the latest Public Relations concepts and strategies in a variety of contexts
- Appraise certain PR techniques and approaches appropriately in order to link them to the working environment
- Demonstrate key PR skills relating to verbal and written communication
- Apply the main media skills in PR
- Use their PR skills as promotional tools



TRAINING CODE:

PURHR 15

DURATION:

15 Hours

MODE OF DELIVERY

- Presentations
- Group discussions
- Role-playing
- Self-assessing exercises

DESIGNED FOR:

This course is suitable for

Level 02, 03 & 04

OUTLINE:

- Difference between Marketing and PR
- Functions of PR
- Corporate Identity, image and ideas
- Marketing Public Relations
- Pre-service & After Service
- MPR Strategies
- PR Tools
- Creating a successful PR campaign

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