

BTC Training (Africa)(Pty) Ltd

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TRAINING CENTRE: 9 Pickers Place, 33 Second Avenue, Alberton North

Public Relations

NQF Level 4

Credits: 2

Duration: 7 hours

Price on request (Min 5 Max 20 delegates)

Target group: Persons who wish to improve the PR within their organization.
Customer Service orientated organizations.

Course outcome: Delegates will understand the importance of practicing good public relations techniques and will be able to demonstrate recognised principles and concepts with confidence.

Course contents:

- ❖ Philosophy.
 - > Communication.
 - > Consumer Relations.
 - > Marketing Communications.
 - > Industrial Relations.
 - > Social Responsibility.
- ❖ Emergency Situations.
- ❖ Lobbying.
- ❖ Case Studies.

Support learning material

- ❖ Video Presentation
- ❖ Supporting Documentation
- ❖ Exercises