

Public relations management

Is aimed at senior public relations and communication management practitioners moving into management positions.

ProVox Professional Development Programme is presented over two periods of five days each. During the six weeks break between the first and second week learners are required to prepare assessments.

This Professional Development Programme is aimed at senior practitioners who have moved into public relations management and communication management from other fields.

Programme content:

- The role of public relations management in the organisation.
- Media management: Media profiles. Media conferences. Radio and television interviews.
- Organisational communication: Theory. Culture within the organisation.
- Public relations departmental management.
- Management of strategic public relations programmes.
- Change management.

Programme format and assessments:

The lectures are from 08:30 to 16:00 each day. During the break between the first and second week, learners are required to prepare detailed formative assessments which are based on their organisations. Well-known industry specialists and academics (media, lobbying, change management, etc.) are invited as guest lecturers and assessors on this programme.

The programme is concluded with a written assessment consisting of a 4-hour paper on theory and a 5-hour paper on a case study. The assessment is written in February, August and November.

Entry requirements:

Applicants should preferably be in possession of a public relations or communication management qualification, have public relations experience and be in a senior position.

The programme fee includes notes, textbooks, assessment fees and registration with PRISA for one year.

Date: 28 October 2013 to 01 November 2013

Time: 08:30 - 16:00

Venue: ProComm House, Ferndale, Johannesburg

Cost: R19 198.00

More info:

ProComm House, 108 Bram Fischer Drive, Ferndale, Randburg, Johannesburg

Date: 10 February 2014 to 15 February 2014

Time: 08:30 - 16:00

Venue: ProComm House, Ferndale, Johannesburg

Cost: R19 198.00

More info:

ProComm House, 108 Bram Fischer Drive, Ferndale, Randburg, Johannesburg

For more, visit: <https://www.bizcommunity.com>