MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Public Relations, Sales and Marketing

Public Relations Professional

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2800	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course

View Online Course Page

Course Overview

Magna Skills presents the Public Relations Professional course, designed for individuals aspiring to build a successful career in public relations (PR) and strategic communication. This comprehensive course provides participants with the knowledge, skills, and practical tools necessary to excel in the dynamic field of PR, covering areas such as media relations, crisis communication, digital PR, and stakeholder engagement.

Course Outcomes

Upon completion of the course, participants will:

1. **Understand the Role of Public Relations:**
   - Gain insights into the importance and functions of public relations in organizations.
   - Understand the role of PR in managing reputation, building relationships, and influencing public perception.
2. **Develop Strategic Communication Skills:**
   - Learn how to develop and implement strategic communication plans aligned with organizational goals.
   - Develop skills in crafting key messages and narratives for different target audiences.
3.

Master Media Relations and Press Management:

- Understand the principles of media relations and press management.
- Learn how to effectively pitch stories, handle media inquiries, and manage press conferences.

4. **Navigate Digital PR and Social Media:**
   - Explore digital PR strategies and best practices for online reputation management.
   - Learn how to leverage social media platforms for brand promotion and engagement.
5. **Manage Crisis Communication:**
   - Develop crisis communication plans and protocols for managing PR crises.
   - Learn how to effectively communicate with stakeholders during times of crisis.

Course Outline / Curriculum

Module 1: Introduction to Public Relations

- Overview of public relations principles and practices
- Role of PR in organizational communication and reputation management

Module 2: Strategic Communication Planning

- Developing strategic communication plans aligned with organizational goals
- Crafting key messages and narratives for different target audiences

Module 3: Media Relations and Press Management

- Principles of media relations and working with journalists
- Pitching stories, handling media inquiries, and managing press conferences

Module 4: Digital PR and Social Media

- Digital PR strategies for online reputation management
- Leveraging social media platforms for brand promotion and engagement

Module 5: Stakeholder Engagement and Relationship Building

- Building relationships with stakeholders and key influencers
- Developing strategies for effective stakeholder engagement

Module 6: Event Management and Promotions

- Planning and executing PR events and promotional campaigns
- Maximizing media coverage and publicity for events

Module 7: Crisis Communication Management

- Developing crisis communication plans and protocols
- Communicating effectively with stakeholders during crises

Module 8: Corporate Social Responsibility (CSR) Communication

- Communicating CSR initiatives and corporate values to stakeholders
- Integrating CSR communication into overall PR strategy

Module 9: Measurement and Evaluation - Monitoring and evaluating PR campaigns and initiatives - Using data and metrics to measure PR impact and effectiveness

Module 10: Ethics and Professionalism in Public Relations - Ethical considerations in PR practice - Professional standards and codes of conduct in public relations

This course is suitable for aspiring public relations professionals, communications specialists, marketing professionals, and individuals interested in building careers in strategic communication. Through a blend of theoretical knowledge, case studies, practical exercises, and industry insights, participants will develop the skills and expertise needed to succeed as effective public relations professionals in today's competitive landscape

Target Audience

Managers, supervisors and officers experienced in public relations. Other key personnel whose work involves contact and interaction with the internal or external public, particularly in the areas of personnel, marketing, sales, training and administration will also benefit from this course.

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairob
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flexit

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Public Relations Professional
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue /Date	
Estimated Number ofDelegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name	Signature / Stamp	Date