MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

Generated: 20-Nov-2026

Course Profile Document

Public Relations, Sales and Marketing

Public Relations & Corporate Communications

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

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD3006	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course **View Online Course Page**

Course Overview

Public Relations and Communications are at the heart of business performance. Modern methods, tools, and channels have greatly increased the speed in which communications can be experienced, from local to global.

Targeted Competencies:

- Planning, organizing and leading
- Controlling and evaluating
- Written communication
- Public speaking and media handling
- Building rapport
- Providing and receiving feedback

Course Outcomes

At the end of this course the participants will be able to:

- Set Corporate Affairs in strategic anticipatory and effective context
- Develop an understanding of stakeholder programs for regular, focused communication
- Examine the development of Corporate Affairs tools
- Understand the development of strategy/plans/tactics and coordinating these
- Evaluate and the use of research
- Learn the tools and techniques required to manage reputation in a complex media environment
- Manage knowledge within the business for effective media management
- Shape external perceptions of their organization by first-class corporate internal communications
- Develop a strategic approach and a clear plan of action

Course Outline / Curriculum

Unit 1: The Power of Communication:

- Goal setting
- Corporate Affairs and Public Affairs approaches
- Corporate identity and image
- Corporate communications overview and strategy
- External reputation management Communication as a change agent
- Communication as a goal for all managers

Unit 2: From the Inside Out: Crafting Consistent Messages:

- Internal communications
- Family and friends as Stakeholder
- Measuring emotional capital
- Communications channels mapping and monitoring
- Setting internal communications goals
- New media for rapid interaction
- Champions, opinion formers and incentivisation
- The place of the company magazine/newsletter
- The multinational internal communications program
- Commitment from internal decision-makers

Unit 3: Risks and Threats: Their Identification and Management:

- Single issue politics
- Special interest groups
- Whistleblowers and the rules of disclosure
- External opinion formers
- Cause-related PR and core values
- Campaigns, their design and planning
- A crisis management toolkit
- Stakeholder interest inventories
- Opinion former networks

Unit 4: Corporate Affair/PR in the Corporate Mix:

- PR in the communications mix
- PR in the marketing mix
- Direct response PR

Financial PR

- PR and strategy
- Brand PR
- Persuasion measurement techniques
- Integrating PR/Communications and marketing plans
- The art of leveraging
- Corporate affairs and customer relations

Unit 5: Powerful and Persuasive Action Planning:

- Measurement of performance: bottom-line impact
- Translating strategy to tactics
- Horizons for PR and corporate affairs development
- Tools and Techniques summary: a tactical inventory
- Recruiting allies: a networking approach
- Justifying the plan and convincing top management
- Making the most of other disciplines to maximize results
- Individual and group consultancy
- Further sources of help and information

Target Audience

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
- Nairobi,
- 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 & Corporate Communications
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____