

Public Relations and Media Skills Course Details

Department: Public Relations, Sales and Marketing

Presented by Magna Skills Development Institute

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Course Summary

Public Relations (PR) professionals 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 business will be able to withstand the negative press if a crisis were to arise. Participants on this course 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.

Course Objectives

- Analyze and assess the latest PR 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 as well as editorial, layout and production techniques
- Apply the main media skills in PR
- Prepare, present and deliver effective oral messages in public
- Use their PR skills as promotional tools

Course Outline

PR concepts

- Criteria for successful PR
- PR tools
- Definition, roles and situations
- Qualities for successful PR staff

PR and communication skills

- Importance of communication in PR
- The PR officer as communicator
- Exchange of messages
- Models of communication process
- Overcoming communication barriers
- Importance of body language in PR activities

- Definition of effective writing
- Use of clear language
- Writing memos, letters
- Preparing colorful newsletters
- Designing and preparing attractive brochures

PR responsibilities

- Corporate image identity and reputation
- Benefits of an effective corporate image
- Internal and external spheres
- Forming a corporate image on the spheres

PR and the media

- Definition of media
- Types of media
- Recorded and live interviews
- Behavior during media interviews
- PR and the media: the tools
- Press conferences
- Preparing press kits
- Preparing press releases
- Dealing with the media
- Building good relations with the media
- Dealing with the press during times of crisis

Presentation skills and delivering a speech

- Key characteristics of dynamic speakers
- Importance of preparation
- Selecting a topic and purpose
- Analyzing the audience
- Rehearsing the speech
- Public speaking anxiety
- Verbal characteristics and eye contact

The PR promotional role

- Decision making process of consumers
- Corporate community involvement
- Marketing PR (MPR)
- PR role in marketing
- Sponsorship and promotions
- Organizing different exhibitions



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Our Mission: To provide world-class training solutions that equip professionals with the expertise needed to excel in their careers and contribute meaningfully to their organizations.

Our Vision: To be the leading provider of professional training and development across Africa, fostering excellence, innovation, and capacity-building in public and private sectors.

Core Values

- **Excellence** – Delivering high-quality training tailored to meet the evolving needs of professionals.
- **Integrity** – Upholding the highest ethical standards in all our engagements.
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- **Customer-Centric Approach** – Ensuring client satisfaction by providing relevant, practical, and impactful training.
- **Collaboration** – Partnering with industry experts and institutions to provide the best learning opportunities.

Our Training Methodology

We use a blended learning approach that includes instructor-led training, case studies, workshops, and post-training support.

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- Experienced Trainers
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Complete the form and share with Magna Skills Support Team on email info@magnaskills.com or Send Whatsapp on: +27630079022

Approval & Authorization	
Applicant Details	Course Details
First Name:	Course Name:
Last Name:	Training Venue:
Mobile:	Month:
Email:	Training Method: Online[____] Face to Face [____]
Company Name:	Duration:
Country:	Number of Staff Members:

By signing this agreement, both parties confirm their commitment to the terms outlined in this proposal.