

Media and Public Relations Course Details

Department: Public Relations, Sales and Marketing

Presented by Magna Skills Development Institute

[Registration Link](#)

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Course Summary

The Media and Public Relations course offered by Magna Skills provides comprehensive training in the dynamic field of public relations and media communication. This course is designed to equip students with the knowledge and practical skills necessary to excel in the fast-paced world of public relations, media engagement, and crisis management. Participants will gain insights into the latest trends, tools, and strategies to effectively manage an organization's reputation, engage with the media, and communicate with various stakeholders.

Course Objectives

1. Understand the fundamental principles of public relations and its role in organizational success.
2. Develop strong written and verbal communication skills for crafting compelling press releases, speeches, and media materials.
3. Gain a deep understanding of media landscapes, including traditional and digital media platforms.
4. Master crisis communication strategies and crisis management best practices.
5. Build expertise in media relations, including cultivating relationships with journalists and bloggers.
6. Learn how to leverage social media and other digital channels for effective PR campaigns.
7. Explore ethical considerations in public relations and media engagement.
8. Acquire practical skills through hands-on exercises, case studies, and simulations.

Course Outline

Module 1: Introduction to Public Relations

- Understanding the Role of Public Relations
- Historical Evolution of Public Relations
- PR Professional's Responsibilities and Ethics

Module 2: Media Landscape

- Traditional vs. Digital Media
- Types of Media Outlets
- Media Consumption Trends and Demographics

Module 3: Effective Communication

- Writing Press Releases and Media Materials
- Crafting Compelling Speeches and Presentations
- Storytelling Techniques for Public Relations

Module 4: Media Relations

- Building Relationships with Journalists and Influencers
- Conducting Effective Media Outreach
- Managing Media Inquiries and Requests

Module 5: Crisis Management

- Identifying and Assessing Potential Crises
- Crisis Communication Strategies and Planning
- Handling Public Relations During a Crisis

Module 6: Digital PR and Social Media

- Leveraging Social Media Platforms for PR
- Creating and Managing Online PR Campaigns
- Monitoring and Analyzing Online Reputation

Module 7: Public Relations Campaigns

- Designing and Executing Successful PR Campaigns
- Budgeting and Resource Allocation
- Evaluating Campaign Effectiveness

Module 8: Legal and Ethical Considerations

- Ethical Guidelines in Public Relations
- Legal Issues in PR, Including Defamation and Privacy
- Regulatory Compliance in Public Relations

Module 9: Practical Skills and Case Studies

- Hands-on Exercises and Simulations
- Analysis of Real-World Case Studies

- Guest Speakers from the Industry

Module 10: Final Project and Assessment

- Design and Present a Comprehensive PR Campaign
- Assessment of Acquired Knowledge and Skills

Course Delivery:

- Lectures, Interactive Discussions, and Hands-On Activities
- Group Projects and Guest Speakers
- Access to Relevant Resources and Materials
- Certification in Media and Public Relations from Magna Skills upon Successful Completion

Note: Course content and outline may be subject to adjustments and updates to align with industry trends and advancements.



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A photograph of four people standing outdoors in front of a brick wall. From left to right: a man in a white polo shirt and dark trousers, a woman in a white polo shirt and green cargo pants holding a certificate, a man in a dark suit holding a certificate, and another man in a white polo shirt and dark trousers holding a certificate. They are all smiling and looking at the camera.

Company Overview

Who We Are: Magna Skills is a premier training and capacity-building organization specializing in professional development for government institutions, NGOs, and the private sector.

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.
- **Innovation** – Embracing new technologies and methodologies to enhance learning experiences.
- **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.

Why Choose Magna Skills?

- Experienced Trainers
- Customized Training Solutions
- Interactive Learning
- Global Recognition
- Proven Track Record

Request for Training Form

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.