



## Introduction to Public Relations

Presented by the Department of Communication Management,  
University of Pretoria

Public relations in South Africa is a sophisticated, multi-faceted discipline that helps to forge effective two-way communication between an organisation and its publics. In commerce, education, politics, religion and the arts, public relations plays an effective management role in its own right.

This **Introduction to Public Relations** short course is aimed at individuals with a public relations component in their jobs. This will equip these individuals to be able to add value to the public relations function of an organisation.

### Course content

#### Fundamentals of public relations

- The scope and development of public relations
- Public relations and communication (the importance of communication in public relations)
- Stakeholder and reputation management
- Internal communication

#### Public Relations and the media

- Working with the media
- Developing a media toolkit
- Social media

#### The techniques of public relations

- Effective listening
- Effective communication
- Business communication
- Corporate image and corporate identity
- Corporate social investment
- Public relations, issues and crisis management
- Doing it right: A guide practical guide to public relations
- Correctly dealing with cultural diversity, protocol, business etiquette and special events

### Learning outcomes

After successfully completing this course, you will have a clear understanding and adequate knowledge of

- the fundamentals of public relations
- public relations and the media
- the techniques of public relations, and
- the practical implementation of public relations.

### Who should enrol?

This course is aimed at individuals with a public relations component in their jobs or any individual wishing to explore and learn more about public relations as a future occupational direction.

### Course fees

#### R5 500.00 (VAT incl.)

Course fees include all course material for use during contact sessions.

**Course fees must be paid in full 14 days prior to course start dates. Proof of payment can be submitted to [enrolments@enterprises.up.ac.za](mailto:enrolments@enterprises.up.ac.za).**

### Admission requirements

Prospective delegates should at least have a National Senior Certificate (Grade 12).

### Accreditation and certification

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### Registration and enrolments

#### Client Information Centre

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#### Course leader

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