

SHORT LEARNING PROGRAMME: INTRODUCTION TO PUBLIC RELATIONS



Programme Overview

This module introduces the principles and practices of public relations, focusing on communication strategies, stakeholder engagement, and brand reputation management.

Career Opportunities

- PR assistant
- Communications officer
- Marketing coordinator
- Media liaison

Course Code

WSINPR010

Accreditation Status

This is a non-credit-bearing Short Learning Programme.

Duration

6 - 8 weeks

Entry Requirements

- No formal requirements

Topics Covered

- PR principles and strategies
- Media relations
- Corporate communication
- Branding and reputation management
- Crisis communication

Assessments

Students will be expected to do a variety of assessments. This can include assessment activities such as tasks, activities, formative, summative and port folios of evidence.

Certification

Upon completion of this course, students will be awarded a **Waterfall School of Business Skills Certificate: Introduction to Public Relations** from Waterfall School of Business.

OCCUPATIONAL CERTIFICATE: OCCUPATIONAL TRAINER

