



THE UNIVERSITY OF THE WEST INDIES
OPEN CAMPUS
St. Kitts-Nevis

MANAGING PUBLIC RELATIONS COMMUNICATION

COURSE DESCRIPTION

Managing Public Relations Communications examines the role of reputation management through communication and relationship transformation to respond to shifting media boundaries. Participants gain practical experience in developing tactical and crisis communications plans, enhancing their writing skills for a diverse audience, and designing a communications idea brief.

RATIONALE

The purpose of this course is to equip learners with the knowledge, skills and competencies required to manage Public Relations Communications in a world where the audiences have expanded, and the demand for outreach by corporations, organizations and government agencies in today's diverse and multicultural society is challenged by the emergence of technology.

OBJECTIVES

At the end of the course participants will be able to

1. Manage Public Relations communication for a digital age more effectively
2. Develop Tactical and Crisis Communication plans
3. Develop solutions to the issues of reputation management and relationship transformation for implementation in the integrated marketing communications strategy
4. Sharpen writing skills to respond to various media and target audiences

COURSE CONTENT

This course includes the following topics:

- The Tactical Public Relations Plan
- The 5-Step Writing Formula
- Writing for the Ear, Writing for your Audience
- Issues Management Methods for Reputation Management
- Relationship Transformation – Shifting Media Boundaries
- Reputation Management through Communication
- Crisis Communications
- Powering Integrated Marketing Communication Ideas
- Why PR Campaigns Fail – How to Make Them Succeed.

HOW MUCH WILL THIS COURSE COST? COURSE CONTENT

This 10-week course costs EC\$600.00.

The University reviews tuition fees annually and course fees may be subject to change.

Courses are only offered if there is a viable class size.