**MAGNA SKILLS DEVELOPMENT INSTITUTE**

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Public Relations, Sales and Marketing

# Public Relations, Communications and Organisational Reputation Management

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

| COURSE CODE | DELIVERY | DURATION | PREPARED FOR |
|---|---|---|---|
| **MSD2717** | **Online / Face-to-Face** | **Flexible** | **Organisation Approval** |

Register for this Course

View Online Course Page

## Course Overview

Magna Skills is delighted to present the Public Relations, Communications, and Organisational Reputation Management course. This program is designed to equip participants with the essential skills and knowledge to effectively manage public relations, communications strategies, and safeguard organizational reputation. Participants will delve into the principles of effective communication, crisis management, and building a positive public image.

## Course Outcomes

Upon completion of the course, participants will:

1. **Master Communication Strategies:**
   - Develop effective communication strategies to convey organizational messages.
   - Learn to tailor communication approaches for different audiences.
2. **Build and Safeguard Organisational Reputation:**
   - Understand the importance of a positive organizational reputation.
   - Explore strategies to build, enhance, and safeguard reputation.
3.

**Execute Crisis Communication Plans:**

- Develop crisis communication plans for effective response and reputation recovery.
- Understand the role of communication in managing crises.

4. **Utilize Media Relations Effectively:**
   - Explore best practices in media relations.
   - Learn how to manage media interactions and interviews.
5. **Navigate Digital Communication Channels:**
   - Understand the impact of digital communication on reputation.
   - Learn to navigate and utilize social media for organizational benefit.
6. **Strategic Stakeholder Engagement:**
   - Identify and engage with key stakeholders.
   - Develop strategies for effective stakeholder communication.

## Course Outline / Curriculum

**Module 1: Foundations of Public Relations and Communication**

- Principles of effective communication
- Role of public relations in organizational success

**Module 2: Organisational Reputation Management**

- Understanding and building organizational reputation
- Strategies to safeguard reputation in various scenarios

**Module 3: Crisis Communication Planning**

- Developing crisis communication plans
- Communication strategies for reputation recovery

**Module 4: Media Relations and Interview Skills**

- Best practices in media relations
- Managing media interviews effectively

**Module 5: Digital Communication and Social Media Management**

- Impact of digital communication on organizational reputation
- Navigating social media for positive organizational presence

**Module 6: Stakeholder Engagement and Communication**

- Identifying key stakeholders
- Developing strategic communication plans for stakeholders

**4. Who Can Attend:** This course is suitable for professionals involved in public relations, communications, marketing, and organizational management, including but not limited to:

- Public Relations Managers
- Communication Specialists
- Marketing Professionals
- Corporate Affairs Managers
- Organizational Leaders and Managers

**5. Delivery Format:** The Public Relations, Communications, and Organisational Reputation Management course, offered by Magna Skills, will be delivered through a combination of interactive lectures, case studies, group discussions, and practical exercises. Participants will have the opportunity to apply theoretical knowledge in real-world scenarios, fostering a comprehensive and engaging learning experience. Additionally, guest speakers with expertise in public relations and communication may be invited to share insights and practical experiences.

## Target Audience

The course will be of specific benefit to anyone who wants to gain an overview of current practice in branding and communication strategies, with a focus on managing the overall reputation, identity and positioning of a brand. The training has a multidisciplinary approach that reflects the skills and knowledge currently needed in the market to develop, control and defend a brand. Emphasis is on practical application of current issues taking place in the industry.

## Key Course Benefits

### Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

### Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

### Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

### Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

## Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

### Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

### East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairob
- Zanzibar, Tanzania

### West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

### International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

### Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flexib

### Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

## Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

**Register / Apply Online** | **View Full Course Page**

## About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

## Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

| | |
|---|---|
| **Organisation / Department** | |
| **Delegate Name(s)** | |
| **Approved Course** | Public Relations, Communications and Organisational Reputation Management |
| **Preferred Delivery Mode** | ☐ Online ☐ Face-to-Face ☐ Organisation-Based Training |
| **Preferred Training Venue /Date** | |
| **Estimated Number ofDelegates** | |
| **Budget / Vote Number** | |
| **Contact Person** | |
| **Email / Mobile** | |

Authorised Name _____ Signature / Stamp _____ Date _____