MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Public Relations, Sales and Marketing

Public Relations and Media Skills

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

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2827	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course **View Online Course Page**

Course Overview

The **Public Relations and Media Skills** course by *Magna Skills* is designed to equip professionals with modern communication techniques for building strong organisational reputation, engaging stakeholders, and managing media relations with confidence. This highly practical programme blends strategic PR frameworks with hands-on media engagement tools—covering press releases, interviews, crisis communication, brand storytelling, and digital media management.

Participants learn how to represent their organisations effectively, handle the media professionally, and communicate messages that influence public perception and enhance institutional visibility.

The course is ideal for communication officers, public affairs professionals, administrators, NGO staff, government communicators, corporate relations teams, and leaders who frequently interact with the public or media.

Course Outcomes

- **Develop a strong understanding of PR principles** and how they shape organisational reputation and stakeholder perception.
- **Strengthen media engagement skills** including drafting press materials, giving interviews, and conducting press briefings.
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Enhance strategic communication abilities for creating impactful stories, campaigns, and brand narratives.

- **Equip participants with crisis communication techniques** to respond effectively to negative publicity, emergencies, and reputational risks.
- **Improve digital communication and social media management**, enabling participants to use online platforms for positive visibility and influence.
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Course Outline / Curriculum

1. Introduction to Public Relations

- Understand the purpose of PR and its role in shaping public perception.
- Identify key functions, responsibilities, and career pathways in PR.
- Explain how PR supports organisational growth, brand equity, and stakeholder trust.

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2. Principles of Strategic Communication

- Develop communication plans aligned with organisational objectives.
- Analyse audiences to craft targeted and persuasive messages.
- Apply communication frameworks for clarity, consistency, and maximum impact.

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3. Understanding Media Dynamics

- Distinguish between print, broadcast, and digital media environments.
- Understand what journalists consider newsworthy and how media houses operate.
- Build professional relationships with media personnel.

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4. Writing for the Media

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Draft clear and compelling press releases and media statements.

- Create strong key messages, talking points, and op-eds.
- Apply writing styles that attract media interest and improve publication chances.

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5. Effective Media Interviews

- Demonstrate confidence and message control during interviews.
- Use bridging, reframing, and storytelling techniques when answering tough questions.
- Prepare thoroughly through rehearsals, research, and message refinement.

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6. Organising Press Conferences & Media Events

- Plan and coordinate logistics for successful media engagements.
- Prepare detailed media kits, press briefings, and speaker notes.
- Manage journalists on-site and ensure smooth event flow.

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7. Crisis Communication & Reputation Management

- Apply rapid-response strategies during emergencies or negative publicity.
- Prepare structured crisis communication plans and statements.
- Manage public backlash using online and offline response methods.

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8. Digital PR & Social Media Strategy

- Use social media effectively to enhance visibility and engagement.
- Develop content calendars, digital campaigns, and analytics reports.
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Monitor online reputation using tracking tools and sentiment analysis.

9. Stakeholder Engagement & Public Image Building

- Identify key stakeholder groups and tailor communication strategies.
- Build trust through transparent, consistent engagement practices.
- Apply professional etiquette for public events, meetings, and briefings.

10. PR Campaign Development and Evaluation

- Design full PR campaigns with goals, messages, tools, and timelines.
- Monitor and evaluate campaign effectiveness using measurable indicators.
- Prepare comprehensive PR impact reports and improvement recommendations.

Target Audience

Public relations officers and other key personnel in the organization whose work involves contact and interaction with the internal and external public, particularly managers and supervisors in the areas of personnel, marketing, sales, training and administration. Managers and employees involved in media activities will also benefit from this course.

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 and Media Skills
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____