MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Public Relations, Sales and Marketing

Media and Public Relations

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

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2937	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

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

Course Overview

The Media and Public Relations course offered by Magna Skills provides comprehensive training in the dynamic field of public relations and media communication. This course is designed to equip students with the knowledge and practical skills necessary to excel in the fast-paced world of public relations, media engagement, and crisis management. Participants will gain insights into the latest trends, tools, and strategies to effectively manage an organization's reputation, engage with the media, and communicate with various stakeholders.

Course Outcomes

1. Understand the fundamental principles of public relations and its role in organizational success.
2. Develop strong written and verbal communication skills for crafting compelling press releases, speeches, and media materials.
3. Gain a deep understanding of media landscapes, including traditional and digital media platforms.
4. Master crisis communication strategies and crisis management best practices.
5. Build expertise in media relations, including cultivating relationships with journalists and bloggers.
6. Learn how to leverage social media and other digital channels for effective PR campaigns.
7. Explore ethical considerations in public relations and media engagement.
8. Acquire practical skills through hands-on exercises, case studies, and simulations.

Course Outline / Curriculum

Module 1: Introduction to Public Relations

- Understanding the Role of Public Relations
- Historical Evolution of Public Relations
- PR Professional's Responsibilities and Ethics

Module 2: Media Landscape

- Traditional vs. Digital Media
- Types of Media Outlets
- Media Consumption Trends and Demographics

Module 3: Effective Communication

- Writing Press Releases and Media Materials
- Crafting Compelling Speeches and Presentations
- Storytelling Techniques for Public Relations

Module 4: Media Relations

- Building Relationships with Journalists and Influencers
- Conducting Effective Media Outreach
- Managing Media Inquiries and Requests

Module 5: Crisis Management

- Identifying and Assessing Potential Crises
- Crisis Communication Strategies and Planning
- Handling Public Relations During a Crisis

Module 6: Digital PR and Social Media

- Leveraging Social Media Platforms for PR
- Creating and Managing Online PR Campaigns
- Monitoring and Analyzing Online Reputation

Module 7: Public Relations Campaigns

- Designing and Executing Successful PR Campaigns
- Budgeting and Resource Allocation
- Evaluating Campaign Effectiveness

Module 8: Legal and Ethical Considerations

- Ethical Guidelines in Public Relations
- Legal Issues in PR, Including Defamation and Privacy
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Regulatory Compliance in Public Relations

Module 9: Practical Skills and Case Studies

- Hands-on Exercises and Simulations
- Analysis of Real-World Case Studies
- Guest Speakers from the Industry

Module 10: Final Project and Assessment

- Design and Present a Comprehensive PR Campaign
- Assessment of Acquired Knowledge and Skills

Course Delivery:

- Lectures, Interactive Discussions, and Hands-On Activities
- Group Projects and Guest Speakers
- Access to Relevant Resources and Materials
- Certification in Media and Public Relations from Magna Skills upon Successful Completion

Note: Course content and outline may be subject to adjustments and updates to align with industry trends and advancements.

Target Audience

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
- Nairobi,
- 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	Media and Public Relations
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 _____