International School of Communication

isoc.com/public-relations-course

Introduction to Communications and PR

Face to Face	ISOC London or Dubai
Live Online	ISOC Studio via Zoom
Contact	training@isoc.com
Price	$695 +VAT
Duration	one day
Dates	isoc.com

SHORT COURSES FOR PROFESSIONALS

Introduction to Communications and PR

Course outline

This one-day introductory PR course covers all the core concepts and techniques that underlie the discipline of professional communications. You will master the full range of practical tools and best practice that effective communication professionals use to shape reputation and influence stakeholders through the media, online and by direct engagement.

You can join us either face to face or live online. The classroom version runs in London and Dubai as a one-day course. The online version is divided into two half-days and hosted live on Zoom from the ISOC studio.

Dates and booking: isoc.com/public-relations-course

International School of Communication

LEARNING OUTCOMES

After this course, you will be able to:

- Understand the structure and landscape of the PR profession
- Explain and articulate all the specialised disciplines of PR
- Apply essential PR concepts to everyday work
- Develop messages, positioning and proof points
- Map and prioritise stakeholder groups for your organisation
- Choose the right PR tool for the job
- Apply creative PR platforms to generate practical results

Who should attend?

This is a universal course designed for learners at different levels and in a range of roles. Learning is pitched at a core level, designed to help you analyse core concepts and execute universal skills. This course is recommended for PR and communication professionals early in their careers who need to build a broad foundation of professional expertise.

Course agenda

The PR landscape

This module is a colourful induction into the modern public relations industry: a sweeping view of the big picture, giving context to best practice.

- History and evolution of the communications industry
- Structure of the contemporary global PR landscape
- Strategic communications: how PR serves hard business goals
- PR job roles and career structures: in-house PR, agency PR
- The communications mix: PR, branding, communications, advertising

Concepts and disciplines

This module defines and explores the principles that underlie all effective PR, and its many specialist practice areas.

- The advisory role of communication and PR in shaping business strategy and decision making
- Universal PR principles: reputation management and influence in action
- Specialist PR disciplines (e.g. media relations, event management, crisis, internal, public affairs, financial PR)
- Online engagement: the mainstream role of the Web in modern PR

International School of Communication

Tools and tactics

This module opens up the complete toolbox of the modern PR profession and shows how effective organisations apply diverse tactics for practical results.

- Stakeholder mapping: identifying and prioritising the target groups
- Media segmentation: target groups through the most influential channels
- Message development and proof points
- Media relations and media engagement
- Online PR and communications

Creative platforms

This module reviews an array of creative and unusual approaches that can generate effective and memorable PR campaigns.

- Creative PR and communications platforms
- Role and importance of creativity in PR
- Sources and success factors for creativity
- Creativity showcase: lessons from the world's most creative PR campaigns
- Facilitating creativity: 10 practical techniques to unlock creativity

Training at ISOC

About ISOC

The International School of Communication is a private institution of higher learning.

We run training centres in London and Dubai and also train in-house for clients in more than 75 countries.

ISOC has been delivering specialist courses on communication for more than 15 years. We work for public and private organisations of all sizes, including blue-chip companies and national governments.

We are inspected and accredited by two UK government-regulated training authorities: Pearson Edexcel and the British Accreditation Council (BAC).

International School of Communication

WHAT TO EXPECT

Learning at ISOC is fun, stimulating and effective

- Classes are based on interactive learning not lectures
- Training is built on real-world skills, not abstract theory
- Courses are short and intensive, designed for busy professionals
- Content is updated to continually to reflect innovations in best practice
- ISOC Accredited Trainer Programme faculty are top industry professionals, not academics

ISOC courses are fun, stimulating, interesting, and designed around practical skills that you can put to work straight away

International School of Communication

LONDON

london@isoc.com
+44 (0) 20 8798 0811
13 Grosvenor Place
London SW1X 7HH
United Kingdom

DUBAI

dubai@isoc.com
+971 (0) 5 8569 4605
Training: Media One Hotel
Admin: 321 The Light Tower
PO Box 449204, Dubai, UAE

British Accreditation Council
for independent further and higher education
Accredited provider #12479

Pearson | Edexcel
Accredited centre #90817