

# DIPLOMA | Public Relations

By London City University

## Course Overview

This course focuses on techniques of creating and preserving public relations in public, private and government sector. It combines core public relations theory with highlighting areas of specializations within the discipline. The main topics covered in the course are planning, writing, management, operations and more. The participants can learn how to develop efficient public relations strategies for the betterment and reputation of organizations.

## Why should one take this certification?

This course is designed for professionals wanting to get promotion in their chosen areas and career.

## Course Outline

- ❖ Values of Public Relations for public, private and government sector
- ❖ History of Public Relations
- ❖ Theory and legal aspects
- ❖ Principles
- ❖ Public Opinion and its impact for organization
- ❖ Evaluation
- ❖ Strategy planning and management
- ❖ Employee and Corporate social responsibility
- ❖ Practitioners of Public Relations
- ❖ Corporate Public Relations
- ❖ Public relations decision making

<b>Course duration</b>	<b>3 Months OR as per your requirement   Flexible and dependent on your time frame and need</b>
<b>Entry Requirements</b>	<b>A Success Oriented Personality</b>
<b>Certification</b>	<b>London City University</b> , will award an approved diploma at the end of course training. You will get 100% guaranteed certificate.
<b>Mode of application</b>	Fill an application form, send copies of your national ID card or passport as well as educational documents and forward to <a href="mailto:info@cvwarehouse.ae">info@cvwarehouse.ae</a> and get 50% discount on all courses offered by <b>London City University</b>
<b>Course Assessment</b>	London City University will give you an assessment on a monthly basis. This makes a total of three assignments, all scenario case study based activities. Students are expected to solve them and turn them in online via email. Each assignment carries a 20 percent score. The final online exam carries a 40 percent score, to make a total of One Hundred Percent.