#087

Online Public Relations in Principle and Practice

Course or Seminar

Leading To:

DIPLoma - PostGraduate In

Public Relations

(Quad Credit)

Accumulating to

POSTGraduate DIPLOMA

Online Public Relations in Principle and Practice Course - Page 1 of 23
Public Relations in Principle and Practice

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Leading To:

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(Quad Credit)

Accumulating to

POSTGRADUATE DIPLOMA
Course Coordinator:
Prof. Dr. R. B. Crawford – Director of HRODC Ltd. and Director of HRODC Postgraduate Training Institute, A Postgraduate-Only Institution. He has the following Qualifications and Affiliations:

- Doctor of Philosophy {(PhD) (University of London)};
- MEd. Management (University of Bath);
- Advanced Dip. Science Teacher Ed. (University of Bristol);
- Postgraduate Certificate in Information Systems (University of West London, formerly Thames Valley University);
- Diploma in Doctoral Research Supervision, (University of Wolverhampton);
- Teaching Certificate;
- Fellow of the Institute of Management Specialists;
- Human Resources Specialist, of the Institute of Management Specialists;
- Member of Academy of Management (MAoM), within the following Management Disciplines:
- Human Resources;
- Organization and Management Theory;
- Organization Development and Change;
- Research Methods;
- Conflict Management;
- Organizational Behavior;
- Management Consulting;
- Gender & Diversity in Organizations; and
- Critical Management Studies.

- Member of the Asian Academy of Management (MAAM);
- Member of the International Society of Gesture Studies (MISGS);
- Member of the Standing Council for Organisational Symbolism (MSCOS);
- Life Member of Malaysian Institute of Human Resource Management (LMIHRM);
- Member of ResearchGate Community;
- Member of Convocation, University of London;
- Professor HRODC Postgraduate Training Institute.

**Prof. Crawford was an Academic at:**

- University of London (UK);
- London South Bank University (UK);
- University of Greenwich (UK); and
- University of Wolverhampton (UK).

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**For Whom This Course is Designed**

**This Course is Designed For:**

- Public Relations Professionals;
- Public Relations Practitioners;
- Marketers and Public Relations Managers;
- Board of Directors;
- Business Owners;
- Customer Service Managers;
➢ Sales and Development Business Managers;
➢ HR professionals who have communications roles;
➢ Managers who want to add high-level communications skills to their personal portfolios;
➢ Other key personnel in the organization whose work involves contact and interaction with internal/external public.

**Duration:** 40 Days, Based on 3 hours per day.
**Cost:** £13,400.00 Per Delegate

**Please Note:**
➢ V.A.T. (Government Tax) does not apply to Corporate Sponsored Individuals, taking Programmes or Courses in any location - within or outside the UK.
➢ It applies only to Individuals and Corporations based in the UK and to Non-UK Individual Residents taking courses in the UK.

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**Video-Enhanced Online Public Relations in Principle and Practice**
**Leading to Diploma-Postgraduate in = Public Relations (Quad Credit)**

Our Video-Enhanced Online Mode of delivery of this course is the same as being in a classroom – but virtually.

➢ This Video-Enhanced Online mode of delivery is Revolutionary and currently unique to HRODC Postgraduate Training Institute.
➢ The tutor will meet the group on Video and present the course, in the same way as though in a classroom.
➢ Where there is more than one participant, they will be able to see and interact with each other, and with the tutor.
➢ They will watch and discuss the various video cases and demonstration videos that form an integral part of our courses.
➢ Assessment is structured in the same way as it is done in a classroom setting.
➢ The Video-Enhanced Online mode of training usually starts on the 1st of each month, with the cut-off date being the 20th of the previous month. This cut-off date means that Admission should have been granted and fee payment received;
It will last twice as long as the classroom-based deliveries. For example, a 5-day (30 Credit Hours) classroom-based course will last 10 days, in Video-Enhanced Online mode. This calculation is based on 3 hours tuition per day, meeting the Institute’s required 30 Credit-Hours.

The cost of the Video-Enhanced Online mode is 67% of the classroom-based course.

For example, a 5-day classroom-based course, which costs Five Thousand Pounds, costs only Three Thousand Three Hundred and Fifty Pounds (£3,350.00) in Video-Enhanced Online Mode.

Module 1
Public Relations and Pertinent Evolutionary Issues (1)

M1. Part 1: Defining Public Relations

- Popularity of Public Relations;
- Planned Process to Influence Public Opinion;
- Public Relations as Management Interpreter;
- Public Relations as Public Interpreter;
- The Publics of Public Relations;
- The Functions of Public Relations;
- The Curse of “Spin”;
- Technical/Attitudinal Requirements for Public Relations Work.
M1. Part 2: The Growth and Future of Public Relations

- Ancient Beginnings;
- The Father of Modern Public Relations;
- The Growth of Modern Public Relations;
- Public Relations Comes of Age;
- Public Relations Education.

M1. Part 3: Communication in Public Relations

- Purposes of Communication;
- Theories of Communication: Traditional;
- Theories of Communication: Contemporary;
- The Word;
- The Message;
- Receiver's Bias;
- Feedback.

M1. Part 4: Public Opinion and Public Relations

- Defining Public Opinion;
- What Are Attitudes?;
- How Are Attitudes Influenced?;
- Attitude Change Motivation;
- Power of Persuasion;
- How to Influence Public Opinion;
- Polishing the Corporate Image;
- Maintaining and Managing Reputation.
M1. Part 5: Public Relations Management and Planning

- Management Process of Public Relations;
- Reporting To Top Management;
- Conceptualizing the Public Relations Plan;
- Creating the Public Relations Plan;
- Activating the Public Relations Plan;
- Setting Public Relations Objectives;
- Budgeting For Public Relations;
- Implementing Public Relations Programs;
- The Public Relations Department;
- The Public Relations Agency;
- Reputation Management;
- The Jobs;
- Payment;
- Women and Minorities.

M1. Part 6: Employing Ethics in Public Relations

- Doing the “Right Thing”;
- Ethics in Business;
- Corporate Codes of Conduct;
- Corporate Social Responsibility;
- Ethics in Government;
- Ethics in Journalism;
- Ethics in Public Relations.
M1. Part 7: The Legal Parameter of Public Relations

- Public Relations and the Law;
- The First Amendment;
- Defamation Law;
- Insider Trading;
-Disclosure Law;
-Ethics Law;
-Copyright Law.

M1. Part 8: Research and Public Relations

- Role of Research in Public Relations;
-What Constitute Research;
-Principles for Public Relations Research;
-Types of Public Relations Research;
-Methods of Public Relations Research;
-Surveys;
-The Sample;
-The Questionnaire;
-Interviews;
-Results Analysis;
-Communications Audits;
-Unobtrusive Methods;
-Evaluation;
-Measuring Public Relations Outcomes;
-Research and the Web;
-Making Use of Outside Research Help.
M1. Part 9: Meeting, Banquets, Conventions, Trade Shows and Promotional Activities (1)

- Activities:
  - Events;
  - Prime Brand-Building Opportunities;
  - Detailed Planning and Logistics.

- Group Meetings:
  - Meeting Location;
  - Meeting Invitations;
  - Planning and Hosting a Successful Meeting;
  - Meeting Facilities;
  - Getting the Meeting Started;
  - Speakers;
  - Meals.

M1. Part 10: Meeting, Banquets, Conventions, Trade Shows and Promotional Activities (2)

- Banquets:
  - Expenses;
  - Hosts/Speakers;
  - Timelines;
  - Creating a Budget;
  - Receptions and Cocktail Parties.

- Open House and Plant Tours:
  - Planning a Successful Open House.

- Conventions:
  - Convention Planning;
• Convention Programs.

➤ Trade Shows:
  • Exhibit Booths;
  • Press Rooms and Media Relations;
  • Working with the Media at Trade Shows.

➤ Promotional Events:
  • Corporate Sponsorships: Another Kind of Event;
  • Celebrity Appearances;
  • Promotional Event Logistics.

**M1. Part 11: Entertainment, Sports and Tourism**

➤ Promoting a Personality:
  • The Cult of Celebrity;
  • The Personality Campaign;
  • Damage Control and Personal Publicity;
  • Multiple Media Simultaneously;
  • Personal Appearances;
  • Campaign Evaluations.

➤ Promoting an Entertainment Event;

➤ Sports Publicity:
  • Sports Mania Worldwide Stimulated by PR Efforts;
  • Tools of Sports Publicists;
  • Emerging Sports (e.g., Soccer);
  • Sponsorship Management.

➤ Travel Promotion:
  • Three Steps of Travel PR;
  • Familiarization Trips;
  • Appeals To Target Audiences;
  • Ethics in Action: “Freebies”;
  • Tourism in Times of Crisis.
Module 2
Public Relations in Principle and Practice (2)

Dealing with the Public

M2. Part 1: Print Media Relations

- Impartiality of the Media;
- Number One Medium;
- Prominence of Electronic Media;
- The Internet Factor;
- Dealing with the Media;
- Attracting Publicity;
- Value of Publicity;
- Pitching Publicity;
- Online Publicity;
- Handling Media Interviews.

M2. Part 2: Employee Relation

- Strong Employee Relations towards Solid Organizations;
- Dealing With the Employee Public;
- Trusted Communications;
- Credibility;
- S-H-O-C the Troops;
- Employee Communications Tactics;
- Internal Communications Audits;
- Online Communications;
- The Intranet;
- Print Publications;
- Bulletin Boards;
- Suggestion Box/Town Hall Meetings;
Online Public Relations in Principle and Practice, Leading to Diploma – Postgraduate - in Public Relations (Quad Credit), Accumulating to Postgraduate Diploma

- Internal Video;
- Face-To-Face Communications;
- The Grapevine.

**M2. Part 3: Multicultural Community Relations**

- Community Social Responsibility;
- Community Relations Expectations;
- Objectives of Community Relations;
- Community Relations on the Web;
- Serving Diverse Communities;
- Non-profit Public Relations.

**M2. Part 4: Government Relations: Enhancing Public Relations Effectiveness**

- Public Relations
- Public Relations in Government
- Government Practitioners
- Two Prominent Departments
- The President
- The President’s Press Secretary
- Lobbying the Government
- What Do Lobbyists Do?
- Do-It-Yourself Lobbying
- Political Action Committees
- Dealing with Local Government
M2. Part 5: Consumer or Client Relations in Public Relations

- Worldwide Consumer Class;
- Objectives of Consumer Relations;
- Consumer-Generated Media;
- Customer Complaints Handling;
- The Consumer Movement;
- Federal Consumer Agencies;
- Consumer Activists on the Internet;
- Business Gets the Message.

M2. Part 6: International Relations

- International Operation;
- Overview of Public Relations in:
  - Canada;
  - Europe;
  - Latin America;
  - Japan;
  - China;
  - Asia;
  - Eastern Europe;
  - Russia;
  - Australia/New Zealand;
  - Africa;
  - Middle East.
Public Relations Implementation

M2. Part 7: Public Relations Writing

- Writing for Viewing and Listening;
- Fundamentals of Writing;
- Flesch Readability Formula;
- Ysela Cornerstones of Corporate Writing;
- The Inverted Pyramid Style in Writing;
- The News Release;
- News Release News Value;
- News Release Content;
- News Release Style;
- News Release Essentials;
- The Social Media News Release;
- Writing Internet News Releases;
- Importance of Editing.

M2. Part 8: Public Relations and the Internet

- Brief History of the Internet;
- Public Relations and the Internet;
- Web Sites;
- Email;
- Blogs;
- Social Networks;
- Other Web-Based Communications Vehicles;
- Darker Side Of Online Communications.
M2. Part 9: Integrated Marketing Communications

- Public Relations vs. Marketing vs. Advertising;
- Product Publicity;
- Third-Party Endorsement;
- Building a Brand;
- Public Relations Advertising;
- Traditional Integrated Marketing;
- Purposes of Public Relations Advertising;
- 21st Century Integrated Marketing.

M2. Part 10: Crisis Management

- Issues Management;
- Risk Communication and Message Mapping;
- Managing In a Crisis;
- Planning In a Crisis;
- Communicating In a Crisis;
- Engaging the Media.

M2. Part 11: Launching Career in Public Relations

- Public Relations in Economic Downturn;
- Organising the Job Search;
- Organising the Job Interview;
- Mapping a Career Path;
- Ensuring Public Relations Success.
Postgraduate Short Courses of a minimum of five days’ duration, are referred to as Diploma – Postgraduate. This means that they are postgraduate credits, towards a Postgraduate Diploma. A Postgraduate Diploma represents a Programme of Study, leading to an Award bearing that title prefix. We, therefore, refer to our short-studies as ‘Courses’, while the ‘longer-studies’, are regarded as Programmes. However, both study-durations are often referred to as ‘Courses’. Another mark of distinction, in this regard, is that participants in a short course are referred to as ‘Delegates’, as opposed to the term ‘Students’, which is confined to those studying a Postgraduate Programme.

Courses are of varying Credit-Values; some being Single-Credit, Double-Credit, Triple-Credit, Quad-Credit, 5-Credit, etc. These credits, therefore, accumulate to a Postgraduate Diploma. As is explained, later, in this document, a Postgraduate Diploma is awarded to students and delegates who have achieved the minimum of 360 Credit Hours, within the required level of attainment.

Delegates studying courses of 5-9 days’ duration, equivalent to 30-54 Credit-Hours (Direct Lecturer Contact), will, on successful assessment, receive the Diploma – Postgraduate Award. This represents a single credit at Postgraduate Level. While 6-day and 7-day courses also lead to a Diploma – Postgraduate, they accumulate 36 and 42 Credit Hours, respectively.
Postgraduate Diploma and Diploma - Postgraduate
Assessment Requirement

Because of the intensive nature of our courses and programmes, assessment will largely be in-course, adopting differing formats. These assessment formats include, but not limited to, in-class tests, assignments, end of course examinations. Based on these assessments, successful candidates will receive the Diploma – Postgraduate, or Postgraduate Diploma, as appropriate.

In the case of Diploma – Postgraduate, a minimum of 70% overall pass is expected. To receive the Award of Postgraduate Diploma, candidates must have accumulated at least the required minimum ‘credit-hours’, with a pass (of 70% and above) in at least 70% of the courses taken.

Delegates and students who fail to achieve the requirement for Postgraduate Diploma, or Diploma - Postgraduate - will be given support for 2 re-submissions for each course. Those delegates who fail to achieve the assessment requirement for the Postgraduate Diploma or Diploma - Postgraduate - on 2 resubmissions, or those who elect not to receive them, will be awarded the Certificate of Attendance and Participation.

Diploma – Postgraduate and Postgraduate Diploma
Application Requirements

Applicants for Diploma – Postgraduate – and Postgraduate Diploma are required to submit the following documents:

- Completed Postgraduate Application Form, including a passport sized picture affixed to the form;
- A copy of Issue and Photo (bio data) page of the applicant’s current valid passport or copy of his or her Photo-embedded National Identity Card;
- Copies of credentials mentioned in the application form.
Admission and Enrolment Procedure

- On receipt of all the above documents we will assess applicants' suitability for the Course or Programme for which they have applied;
- If they are accepted on their chosen Course or Programme, they will be notified accordingly and sent Admission Letters and Invoices;
- One week after the receipt of an applicant's payment or official payment notification, the relevant Course or Programme Tutor will contact him or her, by e-mail or telephone, welcoming him or her to HRODC Postgraduate Training Institute;
- Those intending to study in a foreign country, and require a Visa, will be sent the necessary immigration documentation, to support their application;
- Applicants will be notified of the dates, location and venue of enrolment and orientation, where appropriate.

Modes of Study for Postgraduate Diploma Courses

There are three delivery formats for Postgraduate Diploma Courses, as follows:

1. Intensive Full-time (Classroom-Based) Mode (3 months). This duration is based on six hours' lecturer-contact per day, five days (30 hours) per week;
2. Full-time (Classroom-Based) Mode (6 month). This duration is based on two and a half days' lecturer-contact, equivalent to fifteen hours, per week;
3. Video-Enhanced On-Line Mode. This mode is achieved in twenty (20) weeks, based on three hours per day, six days per week.

Whichever study mode is selected, the aggregate of 360 Credit Hours must be achieved.
20-Week Video-Enhanced Online Postgraduate Diploma

You might study an Online Postgraduate Diploma Course, in 20 weeks, in the comfort of your homes, through HRODC Postgraduate Training Institute’s Video-Enhanced Online Delivery. We will deliver the 360 hours ‘Direct-Lecturer-Contact’, as is required by our Institute’s Regulation, within the stipulated 20 weeks. We aim to fit the tuition around your work and leisure, thereby enhancing your effective ‘Life-Style Balance’, at times convenient to you and your appointed tutor.

Cumulative Postgraduate Diploma Courses

All short courses can accumulate to the required number of hours, for the Postgraduate Diploma, over a six-year period from the first registration and applies to both general and specialist groupings. In this regard, it is important to note that short courses vary in length, the minimum being 5 days (Diploma – Postgraduate) – equivalent to 30 Credit Hours, representing one credit, as is tabulated below.

On this basis, the definitive calculation on the Award requirement is based on the number of hours studied (aggregate credit-value), rather than merely the number of credits achieved. This approach is particularly useful when a student or delegate studies a mixture of courses of different credit-values.

For those delegates choosing the accumulative route, it is advisable that at least two credits be attempted per year. This will ensure that the required number of credit hours for the Postgraduate diploma is achieved within the six-year time frame.
Examples of Postgraduate Course Credits:
Their Value, Award Prefix & Suffix – Based on 5-Day Multiples

<table>
<thead>
<tr>
<th>Credit Value</th>
<th>Credit Hours</th>
<th>Award Title Prefix (&amp; Suffix)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-Credit</td>
<td>30-54</td>
<td>Diploma - Postgraduate</td>
</tr>
<tr>
<td>Double-Credit</td>
<td>60-84</td>
<td>Diploma – Postgraduate (Double-Credit)</td>
</tr>
<tr>
<td>Triple-Credit</td>
<td>90-114</td>
<td>Diploma – Postgraduate (Triple-Credit)</td>
</tr>
<tr>
<td>Quad-Credit</td>
<td>120-144</td>
<td>Diploma – Postgraduate (Quad-Credit)</td>
</tr>
<tr>
<td>5-Credit</td>
<td>150-174</td>
<td>Diploma – Postgraduate (5-Credit)</td>
</tr>
<tr>
<td>6-Credit</td>
<td>180-204</td>
<td>Diploma – Postgraduate (6-Credit)</td>
</tr>
<tr>
<td>7-Credit</td>
<td>210-234</td>
<td>Diploma – Postgraduate (7-Credit)</td>
</tr>
<tr>
<td>8-Credit</td>
<td>240-264</td>
<td>Diploma – Postgraduate (8-Credit)</td>
</tr>
<tr>
<td>9-Credit</td>
<td>270-294</td>
<td>Diploma – Postgraduate (9-Credit)</td>
</tr>
<tr>
<td>10-Credit</td>
<td>300-324</td>
<td>Diploma – Postgraduate (10-Credit)</td>
</tr>
<tr>
<td>11-Credit</td>
<td>330-354</td>
<td>Diploma – Postgraduate (11-Credit)</td>
</tr>
<tr>
<td>12-Credit</td>
<td>360</td>
<td>Postgraduate Diploma</td>
</tr>
</tbody>
</table>

360 Credit-Hours = Postgraduate Diploma

12 X 5-Day Courses = 360 Credit-Hours = Postgraduate Diploma
10 X 6-Day Courses = 360 Credit-Hours = Postgraduate Diploma

Accumulated Postgraduate Diploma Award Titles

All Specialist Postgraduate Diploma Programmes have their predetermined Award Titles. Where delegates do not follow a Specialism, for accumulation to a Postgraduate Diploma, they will normally be Awarded a General Award, without any Specialist Award Title. However, a Specialist Award will be given, where a delegate studies at least seventy percent (70%) of his or her courses in a specialist grouping. These are exampled below:

1. **Postgraduate Diploma in Accounting and Finance**;
2. **Postgraduate Diploma in Aviation Management**;

Online Public Relations in Principle and Practice Course - Page 21 of 23
3. **Postgraduate Diploma in Business Communication**;
4. **Postgraduate Diploma in Corporate Governance**;
5. **Postgraduate Diploma in Costing and Budgeting**;
6. **Postgraduate Diploma in Client or Customer Relations**;
7. **Postgraduate Diploma in Engineering and Technical Skills**;
8. **Postgraduate Diploma in Events Management**;
9. **Postgraduate Diploma in Health and Safety Management**;
10. **Postgraduate Diploma in Health Care Management**;
11. **Postgraduate Diploma in Human Resource Development**;
12. **Postgraduate Diploma in Human Resource Management**;
13. **Postgraduate Diploma in Information and Communications Technology (ICT)**;
14. **Postgraduate Diploma in Leadership Skills**;
15. **Postgraduate Diploma in Law – International and National**;
16. **Postgraduate Diploma in Logistics and Supply Chain Management**;
17. **Postgraduate Diploma in Management Skills**;
18. **Postgraduate Diploma in Maritime Studies**;
19. **Postgraduate Diploma in Oil and Gas Operation**;
20. **Postgraduate Diploma in Oil and Gas Accounting**;
21. **Postgraduate Diploma in Politics and Economic Development**;
22. **Postgraduate Diploma in Procurement Management**;
23. **Postgraduate Diploma in Project Management**;
24. **Postgraduate Diploma in Public Administration**;
25. **Postgraduate Diploma in Quality Management**;
26. **Postgraduate Diploma in Real Estate Management**;
27. **Postgraduate Diploma in Research Methods**;
28. **Postgraduate Diploma in Risk Management**;
29. **Postgraduate Diploma in Sales and Marketing**;
30. **Postgraduate Diploma in Travel, Tourism and International Relations.**
The actual courses studied will be detailed in a student or delegate’s Transcript.

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The submission of our application form or otherwise registration by of the submission of a course booking form or e-mail booking request is an attestation of the candidate’s subscription to our Policy Terms and Conditions, which are legally binding.