



PROFESSIONAL DIPLOMA IN PUBLIC RELATIONS AND MEDIA MANAGEMENT

Diploma in Public Relations focus on the free placement of messages in the media through media releases, editorial content, and promotion. Students create and execute PR campaigns as part of their course work. They can work within a professional environment through internships and practicum programs. The program provides students with grounding in traditional PR theory and practice alongside an understanding of recent developments and challenges for the profession.

The purpose of Diploma in Public Relations is to train persons who wish to pursue a career in Public Relations. The programme is also beneficial to professionals involved in executive-level management, marketing, public relations, and other areas impacting the communications and image of an organization.

The public relations is a multidisciplinary course and therefore, it borrows heavily from fields like, marketing, communication, management, psychology etc.

Program	Professional Diploma in Public Relations and Media Management	
Hours	240 Training Hours	
Duration	Academic Year (9 Months)	
Subject	Training Hours	Code
English Language 101	20	EN101
English Language 102	20	EN102
Principles of Public Relations	10	PR100
Public Relations Writing	10	PR101
Public Relations and Corporate Communication	16	PR102
Applications in PR- Print media	16	PR103
New Media and Technologies in Public Relations	16	PR104
Marketing and Advertising	16	PR105
Event Management	16	PR106
Television & Radio	16	PR107
Communication Skills	16	PR108
Negotiation Management	16	PR109
Ethics	16	PR110
Public Relations in the Private and Public Sector	16	PR111
Practical Training	20	PR112