

Public Relations and Communications Management

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Public Relations (PR) is about exploiting opportunities and solving problems related to the public reputation of organisations, services and goods. This course provides students with practical skills related to (1) research (audience research, finding and generating news); (2) planning (goals and objectives, defining publics, messages, budgets, strategies and tactics, implementation, crisis management, sourcing PR staff and agencies); (3) communications (internal and external, channels, feedback, legalities and ethics, writing styles, photography, press releases, print and broadcast media, internet, sponsorship); and (4) evaluation (measurement of exposure, awareness, attitudes and actions).