

Get into PR with Pitman Training

Public Relations, media relations or PR is one of the most desirable career paths. Of the many public relations courses available, this one is excellent for introducing you to the basics; that you can put to immediate use.

All you need is a familiarity with Microsoft Word, Publisher, PowerPoint and the internet. Your PR training course begins with a definition of PR and the duties of a PR Assistant moving through to writing press releases before ending with feature articles.

Unlike many PR and media relations courses, this is a flexible, self-study programme, which means you can take the time to train whenever it suits you. You will create a workbook to take away as a handy reminder of your PR and media relations training, and you'll have the prestige of being able to put the renowned Pitman Training name on your CV.

This is a firm basis for you to go on to gain PR qualifications; from the Institute of Public Relations for example. Alternatively, for an insight into a related discipline, take our Marketing Essentials course.

Designed for

Those who wish to gain an introduction to PR principles.

Prerequisites

The ability to use Word, Publisher and PowerPoint and be familiar with the Internet.

Objectives

To learn the basic principles of PR.

Course Content

Lesson One: A definition of PR. The duties of a PR Assistant.

Lesson Two: The importance of a PR plan. Tips for writing a press release .

Lesson Three: PR and the Internet. Ethics and the Law.

Lesson Four: Exhibitions and other events. Feature articles.

Benefits

- Learn an introduction to PR principles
- The flexibility and value of a self-study course designed to enable you to work at your own pace
- A workbook to use as a reference guide on completion of the course
- The opportunity to gain the widely recognised Pitman Training Certificate

Course duration: 8 - 10 Hours



The CPD Standards Office

CPD PROVIDER: 21121
2014 - 2016

www.cpdstandards.com



Make sure this course is right for you - have a friendly chat with a Course Adviser, arrange to drop in to have a FREE taster or book a place...

City of London: 020 7256 6668 **Oxford Circus: 020 7580 1651**

web: www.pitmanlondon.co.uk email: courses@pitmanlondon.co.uk



- ▶ Microsoft Skills ▶ MOS & ECDL ▶ Sage ▶ IT Professional ▶ Keyboard Skills ▶ Management Skills
- ▶ Secretarial & PA ▶ Administration ▶ Personal Development ▶ Shorthand ▶ Bookkeeping & Accounts