



## CertPRA

### Certified Public Relations Administrator (CertPRA)

#### Introduction:

This program is a certification program of the Institute of Certified Business Consultants (ICBC) and is accredited by the Northern Advisory Council for Further Education (NCFE).

Job opportunities for public relations professionals are very assuring in various industries if the applicants have excellent communication skills and convincing abilities. Advertising agencies and Marketing companies are constantly on the lookout for PR professionals. PR agencies and in-house PR departments, media management, media relations, event management, corporate communications, public affairs, private and public organizations such as; health, education, arts, leisure and entertainment, sport, media also recruit PR professionals.

#### Course Overview:

The course will equip you with all the essential knowledge and skills for your exceptional career in PR. You will learn how to get the best value from your PR activities; how to conduct newsworthy surveys to gain valuable PR exposure, and how to enhance your PR communication skills for media interviews. Hence the course covers all the key concepts, theories, techniques and skills that you need to become an effective PR practitioner.

#### Course Topics:

Certification course in Public Relations consists of 12 key topics:

- Introduction to Public Relations
- Concepts of Public Relations
- Management and Organization of Public Relations
- Public Relations as Planned Communication
- Public Relations Tools & Methods
- Production of Public Relations Material

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- Corporate Public Relations
- Media Relations
- Internal Communications
- Issues Management and Public Affairs
- Crisis Management and Public Relations
- Ethics and Professionalism in Public Relations

### **Examination**

Completion of the certification program requires completion of a multiple choice examination.

### **Program Duration**

The Program is covered in 21 hours delivered on 7 sessions – 3 hours per session.

### **Professional Designation**

Successful candidates are granted the designation of CertPRA. The designation CertPRA may be used just as similar recognitions are employed in accounting, insurance, medicine, law, and other professions. Either the full expression or the initials may be used after the individual's name on business cards, stationery, etc.