



Media and Public Relations

Overview

In this course, learners will get knowledge they need to manage effectively their image and value by forming solid networks through strategic communication planning. Effective networking is essential for day-to-day business or for those times when they are actively pursuing job opportunities. Networking and public relations is the most successful method of communicating their value to those around them. Furthermore, good networking skills enable individuals to tap into those relationships they already have and increase the scope of their network. The larger the scope the more people knows you and offers you opportunities.

This course is designed to give learners practical teaching and hands-on tools that will get them networking once they complete it.

Who this course is for

This course is essential for people in a variety of roles such as spokespersons or officials who are required to deliver or help prepare key messages on complicated issues as well as to those managers, whose area of responsibility includes a substantial communications brief.

Course outline

- Topic 1: Networking for Success (I)
- Topic 2: Networking for Success (II)
- Topic 3: The Meet and Greet
- Topic 4: Dressing for Success
- Topic 5: Writing
- Topic 6: Setting Goals
- Topic 7: Media Relations
- Topic 8: Issues and Crisis Communication Planning
- Topic 9: Social Media (The PR Toolkit)
- Topic 10: Employee Communications

"The media's the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power." Malcolm X

By the end of this course, learners should be able to:

- Develop a 360 degree view of Six Sigma and how it can be implemented in any organisation
- Identify the fundamentals of lean manufacturing, lean enterprise and lean principles
- Describe the key dimensions of quality – product features and freedom from deficiencies
- Develop attributes and value according to the Kano Model
- Understand how products and services that have the right features and are free from deficiencies can promote customer satisfaction and attract and retain new customers
- Describe what is required to regulate a process
- Give examples of how poor quality affects operating expenses in the areas of appraisal/inspection costs, internal failure costs and external failure costs
 - Using basic techniques such as DMAIC and how to identify Six Sigma Projects
 - Use specific criteria to evaluate a project
 - Discover root causes of a problem
 - Design and install new controls to hold the gains and to prevent the problem from returning

√ Course Level	Short Course
√ Course Hours	8 hours
√ Course Standard Price	£85

