



JASPER ALLIANCE LONDON

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ACCREDITED INTERNATIONAL CPD 'TRAIN AND CONSULT' CENTRE: 60017
UK REGISTER OF LEARNING PROVIDERS REFERENCE NUMBER: 10046054

ACCREDITED INTERNATIONAL PUBLIC RELATIONS & MEDIA PROGRAMME

Looking for a career upgrade? Something of value that improves your income and potential anywhere in the world?

Enjoy, Learn and Qualify in International Public Relations & Media



Modules:

- The History of Public Relations
- Creating a PR Plan
- PR Theories and Best Practise
- Social Media Management
- Media Relations and Press Releases
- Crisis Communications
- Event Co-ordination
- Writing for PR
- Public Speaking and Media Interviews
- Evaluation Session and Graduation

When: Saturdays, 2-5pm.

Venue: Richmond Business School (RACC) Parkshot, Richmond, London.

Cost: On Application.

Style: Adult learning, conversational, with a mix of theory and practical approaches. Sessions contain award winning case studies from the real world.

Certification: International Accredited Certificate in Public Relations and Media, signed by a Fellow of the Higher Education Academy, a qualified university teacher and a chartered practitioner. Certificate is only issued when all 10 modules are completed.

Only 10 places available so email: jay.purcell@racc.ac.uk to book your place.

All delegates will:

- ✓ Learn from a skilled professional, a London based expert.
- ✓ Receive an Accredited International Certificate.
- ✓ Have supportive follow up guidance.

www.jasperalliancelondon.com

**If you are interested in a
one-to-one fast track version
of this training programme,
Call +44 (0)7884413305**

