

# Public Relations Campaigns – From Planning to Execution Course

## Venue Information

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**Venue:** London UK

**Place:**

**Start Date:** 2026-05-19

**End Date:** 2026-05-23

## Course Details

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**Net Fee:** £4750.00

**Duration:** 1 Week

**Category ID:** P,CS,SAMC

**Course Code:** P,CS,SAMC-22

## Syllabus

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### Course Syllabus

#### Introduction

**This program is designed for:**

PR officers and any other key personnel involved in creating and enhancing a positive image for their organization.

#### Objectives

- Explain the importance of organizational image.
- Create and implement a PR plan.
- Manage a crisis using PR means.

## **PR Recap**

- What is PR
- Public RR
- The Many Components of PR
- Key Difference between PR and Advertising

## **Creating and Implementing a Public Relations Plan**

- Situation Analysis (S.W.O.T.)
- Target Audience(s)
- Goals (What Do We Hope to Accomplish?)
- Objectives (What Needs to be Done?)
- Key Messages
- Strategy
- Tactics
- Timeline

## **Contributions of PR Campaigns to Strategic Management**

- Environmental Scanning
- Issues Management
- Crisis Management
- Relationship Management
- Reputation Management

## **Crisis Management Using PR Means**

- Defining and Identifying a Crisis
- Remembering the Rules in a Crisis
- Phases of a Crisis
- The Disclosure Principle
- The Symmetrical Communication Principle
- The Relationship Principle
- The Accountability Principle

## **Importance of Organizational Image**

- Public Opinion
- Image and Reputation Management
- From Identity to Reputation
- Relationship Management

## **Measuring PR Effectiveness**

- Public Opinions and Surveys
- Audits