



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Public Relations and Communication

Custom Courses / Public Relations and Communication

Unit Standard AATICD-0138 · NQF Level 5 · 10 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the foundational principles and practical skills required for effective public relations and communication in a corporate environment. Participants will learn to plan and implement communication strategies, manage stakeholder relationships, and evaluate the impact of PR activities to enhance organisational reputation.

Category	Custom Courses
Subfield	Public Relations and Communication
Unit Standard	AATICD-0138
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply key public relations theories and models to real-world communication scenarios.
- Analyze the communication needs of diverse stakeholders and tailor messages accordingly.
- Evaluate the effectiveness of public relations campaigns using appropriate metrics and feedback mechanisms.
- Design a basic public relations plan that aligns with organisational objectives and ethical standards.
- Implement communication strategies that build and maintain positive stakeholder relationships.

WHO SHOULD ATTEND

- This course is designed for professionals in marketing, communications, or management roles who need to develop or refine their public relations and communication competencies.
- It is also suitable for individuals seeking to enter the PR field or those responsible for corporate communication functions.

COURSE OUTLINE

Day 1: Foundations of Public Relations and Communication

- Introduction to public relations: history and evolution.
- Communication theories and models (e.g., Shannon-Weaver, Two-Way Symmetric).
- Stakeholder mapping and analysis.
- Ethics and codes of conduct in PR (e.g., PRISA).
- The PR function in different organisational contexts.

Day 2: Strategic Communication Planning

- The PR planning process: research, planning, implementation, evaluation.
- Situational analysis tools.
- Setting measurable objectives.
- Audience segmentation and message development.
- Channel selection: media, digital, events, etc.

Day 3: Media Relations and Content Creation

- Writing for the media: structure and style.
- Media kit components.
- Media pitching techniques.
- Content creation for print, broadcast, and digital.
- Media monitoring and measurement.

Day 4: Crisis Communication and Reputation Management

- Crisis communication planning and frameworks.
- Crisis types and stages.
- Spokesperson training and media handling.
- Social media crisis management.
- Post-crisis evaluation and reputation repair.

Day 5: Evaluation, Ethics, and Career Development

- PR measurement and evaluation (e.g., AMEC framework).
- Ethical dilemmas and case studies.
- Professional bodies and continuous learning.
- Career roles: account executive, communications manager, etc.
- Final project: present a mini PR campaign.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Harare, Zimbabwe
17 Aug 2026	21 Aug 2026	On-Campus	Shenzhen, China
24 Aug 2026	28 Aug 2026	On-Campus	Bangkok, Thailand
24 Aug 2026	28 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
31 Aug 2026	04 Sep 2026	On-Campus	Lusaka, Zambia
31 Aug 2026	04 Sep 2026	On-Campus	London, UK

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard AATICD-0138) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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