



Accredited Africa Training Institute for Capacity Development

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

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Public Relations and Media Skills

Custom Courses / Public Relations and Communication

Unit Standard AATICD-0141 · NQF Level 5 · 10 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with essential public relations and media skills to manage corporate communications, build stakeholder relationships, and handle media interactions effectively. Participants will learn to craft key messages, plan PR campaigns, and respond to media inquiries in a professional manner.

Category	Custom Courses
Subfield	Public Relations and Communication
Unit Standard	AATICD-0141
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 principles of public relations to plan and execute communication strategies.
- Analyze media landscapes to identify opportunities and risks for organizational reputation.
- Develop key messages and press releases for different media platforms.
- Implement media monitoring and evaluation techniques to measure PR effectiveness.
- Demonstrate professional conduct in media interviews and press conferences.
- Evaluate crisis communication plans to manage reputation during adverse events.

WHO SHOULD ATTEND

- This course is ideal for communications officers, marketing professionals, and managers responsible for public relations and media liaison within their organizations.

COURSE OUTLINE

Day 1: Foundations of Public Relations and Media

- Introduction to Public Relations: definitions and functions
- The PR process: research, planning, communication, evaluation
- Ethics and professionalism in PR
- Overview of media landscape: traditional and digital media
- Understanding target audiences and stakeholders

Day 2: Strategic Communication Planning

- Elements of a communication plan
- Setting SMART objectives
- Message development and key messaging
- Stakeholder mapping and audience segmentation
- Budgeting and resource planning

Day 3: Media Relations and Writing Skills

- Press release structure and style
- Media kits and backgrounders
- Pitching stories to journalists
- Media interview preparation and techniques
- Writing for digital media: social media posts, blogs

Day 4: Crisis Communication and Reputation Management

- Crisis communication principles and models
- Crisis response strategies and holding statements
- Media management in crisis situations
- Reputation management and monitoring
- Post-crisis evaluation and learning

Day 5: Integrated PR Campaigns and Measurement

- Integrated marketing communications (IMC)
- Measuring PR outcomes: metrics and KPIs
- Digital tools for media monitoring and analytics
- Reporting and presenting results
- Final project: develop and present a 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-0141) 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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