



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 Campaign Management

Custom Courses / Public Relations and Communication

Unit Standard AATICD-0142 · NQF Level 5 · 10 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the skills to plan, implement, and evaluate public relations campaigns that align with organisational objectives. Participants will gain practical competence in stakeholder analysis, message development, media relations, and campaign measurement. The course prepares professionals to manage PR initiatives that enhance corporate reputation and stakeholder engagement.

Category	Custom Courses
Subfield	Public Relations and Communication
Unit Standard	AATICD-0142
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 public relations theories and principles to design a campaign strategy.
- Analyze stakeholder groups and tailor communication messages to diverse audiences.
- Develop a comprehensive PR campaign plan including objectives, tactics, and budget.
- Implement media relations activities and manage press releases, events, and digital content.
- Evaluate campaign effectiveness using qualitative and quantitative measurement tools.
- Demonstrate ethical and professional conduct in all PR activities.

WHO SHOULD ATTEND

- This course is designed for marketing and communications professionals, PR practitioners, and managers responsible for planning or executing public relations campaigns within their organisations.

COURSE OUTLINE

Day 1: Foundations of Public Relations and Campaign Planning

- Introduction to public relations: definitions, history, and ethics.
- The PR campaign lifecycle: research, planning, implementation, evaluation (RPIE).
- Stakeholder identification and analysis.
- Environmental scanning: PESTLE and SWOT analyses.
- Setting campaign objectives: SMART criteria.
- Overview of campaign budgeting and resource allocation.
- Case study: successful PR campaign examples.

Day 2: Research and Audience Analysis

- Formative research: purpose and methods.
- Quantitative research: surveys, polls, and analytics.
- Qualitative research: focus groups, interviews, and observations.
- Audience segmentation: demographics, psychographics, and behaviours.
- Creating audience personas.
- Competitive analysis and benchmarking.
- Developing a research brief.
- Ethical considerations in PR research.

Day 3: Strategy, Messaging, and Tactics

- Strategy development: positioning, key messages, and calls to action.
- Message framing and storytelling techniques.
- Channel selection: media relations, social media, events, and owned media.
- Tactical planning: press releases, media kits, and digital content.
- Content calendar creation.
- Integrated marketing communications (IMC) principles.
- Budgeting for tactics.
- Risk and crisis communication planning.

Day 4: Implementation and Media Relations

- Campaign implementation: roles, responsibilities, and timelines.
- Media relations: pitching stories, media lists, and press releases.
- Influencer and stakeholder engagement.
- Event management for PR: launches, media briefings, and roadshows.
- Monitoring and real-time adaptation.
- Media training for spokespersons.
- Handling media inquiries and crisis communication.
- Digital tools for campaign management.

Day 5: Evaluation, Reporting, and Professional Practice

- Evaluation frameworks: outputs, outtakes, and outcomes.
- Key performance indicators (KPIs) for PR.
- Measurement tools: media monitoring, surveys, and analytics.
- Writing a campaign evaluation report.
- Ethical practice: PRISA codes and professional standards.
- Legal considerations: defamation, copyright, and privacy.

- Trends in PR: digital transformation, AI, and sustainability.
- Career pathways and continuous learning.

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-0142) 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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