

CODE	PUBLIC RELATIONS COURSES	DURATION
PRE001	Contemporary Public Relations and Customer Care Practice	2 weeks
PRE002	Role and Context of Media Public Opinion in Public Relations	2 weeks
PRE003	Public Relations- Crisis, Reputation and Issues Management	2 weeks
PRE004	Stakeholder Relationship Management in Public Relations	2 weeks
PRE005	Stakeholder Communications Management in PR	2 weeks
PRE006	Developing Customer Base & Customer Relationship Mgt	2 weeks
PRE007	Public Relations and Corporate Social Investment	2 weeks
PRE008	Public Relations, Presentation and Elocution Skills	2 weeks
PRE009	Public Relations, International Protocol Standards, Problem Resolution & Event Management	3 weeks
PRE010	21st Century Leadership Skills, Ethics and Practices	1/2weeks
PRE011	Strategic PR and Corporate Communication Management	2 weeks
PRE012	Public Relations Campaigns: From Planning to Execution	2 weeks
PRE013	Corporate Communication and Public Relations Leadership	2 weeks
PRE014	Principles of Account Management Practice	2 weeks
PRE015	Public Relations Factor in Modern Marketing Communications	2 weeks
PRE016	Call Centre Etiquette and Management	2 weeks
PRE017	Public Relations, Customer Care & Personnel Management	2 weeks
PRE018	Leadership and People Management Skills	2 weeks
PRE019	Impact of Ethical Leadership on Organizational Performance	2 weeks
PRE020	Tactical Publicity& Strategic Relationship Management in PR	2 weeks
PRE021	Introduction to Ethical and Ethical Decision Making in PR	2 weeks
PRE022	Effective Public Relations Planning & Practice	2 weeks
PRE023	Change Management; A PR and Communication Role	2 weeks
PRE024	High Impact Presentation &Successful Business Writing Skills	2 weeks
PRE025	Writing in the Electronic Environment	2 weeks
PRE026	Branding, Brand Management & Reputation Management	2 weeks
PRE027	Quality Customer Service Management & Skills Development	2 weeks
PRE028	Hospitality Events and Conferences Management	2 weeks
PRE029	Social Media Management in Public Relations	2 weeks
PRE030	Strategic Communication, Crisis Management & PR	2 weeks
PRE031	Stakeholder Behavior Analysis and Management	2 weeks
PRE032	PR Importance to Strategic Communication Management	2 weeks
PRE033	Basic Principles of PR for Frontline PR Practitioners	2/3 weeks
PRE034	Community Relations and Development Communication	2 weeks
PRE035	Digital Strategy for PR and Communication	2 weeks
PRE036	Community Relations & Development Communication	2/3 weeks
PRE037	High Performance Leadership for New Managers	2 weeks
PRE038	Women in Management: Communication & Leadership Skills	1 week
PRE039	Organizational Citizenship Behavior (OCB) & Leadership Styles Relationship	2 weeks
PRE040	Social Media Advertising, Analysis, Measurement & Influencer Marketing	2 weeks

PRE041	Contemporary Leadership, Conflict Management, Social Media Transition to Digital Communications, Diplomacy & Protocol	2 weeks
PRE042	Excellence in Organizational Dynamics & Stakeholder Engagement & Mgt	2 weeks
PRE043	Advanced PR-Crises, Reputation & Issues Mgt, Strategic Communication & Stakeholder Relations Management	2 weeks
PRE044	Public Relations and Media Skills	2 weeks
PRE045	Strategic Role of Public Relations in “Integrated Reporting”	2 weeks
PRE046	Media Relations and Public Affairs	2 weeks
PRE047	PR as a Strategic Relationship Management Tool	2 weeks
PRE048	Role of Market Oriented Relations in Public Relations	2 weeks
PRE049	Corporate Public Relations Strategies	2 weeks
PRE050	Emotional & Cultural Intelligence, Conflict Management & Communication Principles for Managers	2 weeks
PRE051	Role of Communication in Strategic Management	2 weeks
PRE052	Information Culture and Organizational Effectiveness	2 weeks
PRE053	Leadership Influence on Organizational Effectiveness	2 weeks
PRE054	Perceptions of Key stakeholders in Public Relations	2 weeks
PRE055	Gaining Management skills for Organizational Effectiveness	2 weeks
PRE056	Accepted Brand & Identity Practices in Public relations	2 weeks
PRE057	Planning Strategic Marketing	2 weeks
PRE058	Strategic Role of Corporate Communication	2 weeks
PRE059	Political PR in Advocacy & Event Management	3 weeks
PRE060	Role of PR in Promoting Government Related Programmes	2 weeks
PRE061	Emergency Preparedness & Disaster Management	2 weeks
PRE062	Advanced Skills in Public Relations and Customer Care	2 weeks
PRE063	Key Messaging and Being Media Ready	1/2weeks
PRE064	Effective Supervision & PR Skills in the Modern Workplace	2 weeks
PRE065	Graphic Designing Skills for Non-Designers	2 weeks
PRE066	Leadership, Strategic Communication & Effective Communication Skills	2 weeks
PRE067	Social Media Strategy Development, Content Creation & Curation, Advertising, Analysis, Measurement & Influencer Marketing	2 weeks