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# Ethics in Public Relations & Communication

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**Duration: 5 Days (approximately 35 instructional hours)**

## Course Goal:

Explores ethical dilemmas in PR and communications, professional codes of conduct, and the importance of transparency and authenticity.

## Learning Objectives:

- > Understand the key concepts, principles, and processes of the methodology.
- > Apply principles and processes to practical project scenarios.
- > Effectively use management products and tools.
- > Prepare for and successfully pass any relevant certification exams.

## Target Audience:

- > Project Managers (aspiring, new, or experienced).
- > Team Managers and Team Leaders.
- > Business Analysts and Programme Office staff.
- > Anyone involved in the design, development, and delivery of projects.

## Detailed Day-by-Day Curriculum:

### Day 1: Foundations & Strategic Alignment

**Module 1:** Evolution and Principles of the Subject (Approx. 2 hours)

**Module 2:** Establishing the Context & Plan (Approx. 2.5 hours)

**Module 3:** Advanced Identification Techniques (Approx. 3 hours)

### Day 2: Sophisticated Qualitative and Quantitative Analysis

**Module 4:** Advanced Qualitative Analysis (Approx. 3 hours)

**Module 5:** Introduction to Quantitative Analysis (Approx. 1.5 hours)

**Module 6:** Starting Up a Project Process (Approx. 2 hours)

### Day 3: Quantitative Analysis (Cont.) & Response Planning

**Module 7:** Advanced Simulation & Analysis (Approx. 3 hours)

**Module 8:** Initiating a Project Process (Approx. 2 hours)

**Module 9:** Advanced Response Planning (Approx. 2 hours)

### Day 4: Implementation, Monitoring, & Control

**Module 10:** Implementing Responses & Monitoring Risks (Approx. 3 hours)

**Module 11:** Controlling a Stage Boundary (Approx. 1.5 hours)

**Module 12:** Management in Agile & Hybrid Environments (Approx. 2 hours)

**Module 13:** Closing a Project Process (Approx. 1.5 hours)

### Day 5: Culture, Communication & Review

**Module 14:** Fostering a Proactive Culture (Approx. 2.5 hours)

**Module 15:** Advanced Communication & Reporting (Approx. 2.5 hours)

**Module 16:** Specialized & Emerging Topics (Approx. 1.5 hours)

**Module 17:** Course Review, Action Planning & Wrap-up (Approx. 1 hour)

### Review of key advanced concepts and techniques.

- > Open Q&A session.
- > Action planning: Applying learning to organizational or project challenges.
- > Resources for continued learning and professional development.
- > Course evaluation and feedback.

### Important Notes for this Course

- > **Case Study Driven:** A complex, evolving case study is essential for applying concepts.
- > **Software Tools:** This course demonstrates hands-on practice with relevant software to enhance learning.
- > **Facilitator Expertise:** The instructor is a seasoned professional with deep practical and theoretical knowledge.
- > **Interactive and Participative:** We encourage high levels of interaction and collaborative problem-solving.