
Public Relations Fundamentals: Strategy & Campaign Planning

Duration: 5 Days (approximately 35 instructional hours)

Course Goal:

An introduction to the PR function, developing a strategic PR plan, identifying target audiences, and setting measurable objectives for campaigns.

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.