



- ▶ paradigm shift in the role & practice of public relations

Date of Commencement: 2, 4, 9 & 11 Nov 2011
 Duration: 4 evening sessions
 Time: 7.00pm - 9.30pm
 Venue: IACT College
 Fees: RM350 per participant
 HRDF Training Grant: SBL



This workshop gives you the understanding the primary functions and responsibilities in Public Relations. Participants will also learn the paradigm shift in the role and practise of Public Relations.

Objectives:

Upon completion of this course, participants will:

- be aware of the changing role and scope of Public Relations.
- acquire the necessary knowledge and skills to meet these changes in Public Relations.
- learn the need to go beyond the current PR Code of Ethics.

Contents:

- Primary Functions and Responsibilities in Public Relations
- History and Development of Public Relations
- Changing Role and Scope of Public Relations
- The changes in Public Relations
- Current PR Code of Ethics

**Suitable for PR Executives, Corporate
 Communication Personnel, Marketing
 Communications Executives**