



**Name of the Program(s): - Graduate Diploma in Public Relations Management (PRM), Post Graduate (PGD) Diploma in Media Relations for the Press Officer (MRPO), Post Graduate Diploma in Public Relations Management (PRM).**

Are you interested in earning your International Professional Diploma or Post Graduate/ Diploma in Public Relations Management, Media Relations, Press Release, Media Press Conferences Management? (PRM, PGD, MRPO, PRM)™ certification, but you're unsure how to start the process? While this is a great step for your individual career, it doesn't have to be a complex one really if you study from GEPEA. This is the ultimate guide on aforesaid certification and it can be your easy roadmap for navigating this process. You may explore some common questions you might have about Professional Diploma or International Professional Diploma in Public Relations Management, Media Relations, Press Release, Media Press Conferences Management certification, and learn what steps you need to take to become an international Public Relations Management and Media Relation's credential holder.



**PROFESSIONAL TRAININGS IN PR (PUBLIC RELATIONS) MANAGEMENT,**  
**MEDIA RELATIONS MANAGEMENT**

**Training Hours: 40 OR 60 hours.**

**Program Duration:** 2-3 months (Fast Track) for Graduate Diploma course and Post Graduate Diploma (Certifications) in 8 Months to 1 year in three semesters.

**Admission Requirements:** A diploma or an associate degree (or global equivalent), Secondary degree (high school diploma, associate degree, or the global equivalent).

**Other Requirements:** No special requirements or prerequisites are needed to take this course, but using Email, Internet, Computer Application, English for communications will help.

**Training Delivery:** The course duration will comprise 40 or 60 hours of self-study home based or lecture based delivery. The 40 or 60 hours will be delivered in 5 to 9 sessions online distance learning based on given course materials.



**Why International Professional Diploma/PGD in Public Relations (PR) Management, Press Release, Media Press Conferences?**

The International Professional Diploma or Post Graduate Diploma in PR (Public Relations) or Media Relations Management offers a GEPEA prestigious Diploma in the field of Public Relations, Press Reassess, Media Press Conferences management. This course is designed in overview of the Public Relations Management practices for current and future potential situations. This course is uniquely designed for career oriented candidates through Distance Learning mode, international students may easily earn this credential via Homebased self-mode study procedures.

# Syllabus Outline

Serial No.	Syllabus component	Assignment <b>TMA</b> (Tutor Mark Assignment) or <b>Case Study</b>	Board Questions ( <b>OBS</b> = Open Book System) Exam.	<b>MCQ</b> (Multiple Choice Questions) 10 Questions (each @ 2 marks)
	<p><b>6 Parts/Lessons will count 6 hours each</b> (6 parts/Lessons x 6 hours = 36 hours total) + Project Exercises Minimum 4 hours = <b>Grand Total 40 Hours only.</b></p> <p><b>OR</b> <u>for the International Professional Diploma or Post Graduate Diploma</u></p> <p><b>9 Parts/Lessons will count 6 hours each</b> (9 parts/Lessons x 6 hours = 54 hours Total) + Project Exercises Minimum 6 hours = <b>Grand Total 60 Hours only.</b></p>	<b>45</b>	<b>35</b>	<b>20</b>
<b>1</b>	<p><b>Graduate Diploma in Public Relations Management (PRM), Post Graduate (PGD) Diploma in Media Relations for the Press Officer (MRPO), Post Graduate Diploma in Public Relations Management (PRM).</b></p>	<i>40 or 60 Credit Hours</i>		
	<p style="text-align: center;"><b>SEMESTER-1:</b></p> <p><b>1. <u>Introduction to Public Relations:</u></b>            Section 1 Course Syllabus            Section 2 Key Vocabulary            Section 3 Lecture One – Public Relations Defined            Section 4 Lecture Two – The Foundational Principles of PR            Section 5 Lecture Three – The RACE Process            Section 6 Lecture Four – Persuasion            Section 7 Lecture Five – Finding &amp; Generating News            Section 8 Lecture Six – PR Trends</p> <p><b>2. <u>The role of the Press Officer:</u></b>            For Example, so that our students may understand the Job Role &amp; Responsibilities about Press Officer.</p> <p>• Secure high profile and impactful media coverage that will build understanding of the issues affecting people with arthritis and increase the possibilities for innovative support and change. • Translate our influencing work in research and policy into effective media outputs and contribute to an increase in earned media growth and the effectiveness of media relations. • Develop</p>	<p><b>45</b></p> <p><i>6 Credits Each Subject</i></p> <p><i>(3 Credits Theoretical and 3 Credits Suggested Visual Video Practices)</i></p> <p><b>6 Credits Each Subject</b></p>	<b>35</b>	<b>20</b>

	<p>professional relationships with journalists across a range of outlets and help to deliver a media relations service that meets organisational needs and timescales, supporting both in and out of hours. • Help devise and deliver a rolling programme of proactive media relations and campaigns and contribute as part of a high-performing media and PR function etc. (The Role of the Press Officer may vary from office to office time to time)</p> <p><b><u>3. Writing PR (Press Releases)/How to write Press Releases:</u></b></p> <p>So, you have to write a press release. What is a press release anyway? What is expected? What do the newspapers want to know? What is newsworthy about what your organization is doing? Headlines, Deadline, Opening Sentence/Paragraph, The Rest of the Paragraph: The Hook, The Rest of the Story: The Body, Organization Boilerplate, Contact Information, Example, Final Thoughts etc.</p> <p><b><u>ADDITIONAL/OPTIONAL LESSONS:</u></b> <b>PR Media Tools of Engagement</b></p> <p><b>SEMESTER-2:</b></p> <p><b><u>4. How to organize a PC (Press Conference):</u></b></p> <p>Introduction 4 What is a Press Conference? 5 How to Organize a Press Conference? 6 Press Conference Process 7 After the Press Conference 9</p> <p><b><u>5. Media Relations:</u></b></p> <p>Four Elements of Effective Media Relations:</p> <ul style="list-style-type: none"> <li>o Planning</li> <li>o Media Tactics</li> <li>o Execution</li> <li>o Follow-Up</li> </ul> <p>Maximizing Media Relations Through a Better Understanding of the Public Relations - Journalist Relationship</p>	<p>(3 Credits Theoretical and 3 Credits Suggested Visual Video Practices)</p> <p><b>6 Credits Each Subject</b></p> <p>(3 Credits Theoretical and 3 Credits Suggested Visual Video Practices)</p> <p><b>6 Credits Each Subject</b></p> <p>(3 Credits Theoretical and 3 Credits Suggested Visual Video Practices)</p>		
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## **6. Public Relations Management:**

Here we will discuss the following in depth:

Part I The context of public relations

Part II Strategic public relations

Part III Stakeholder public relations

Part IV Shaping the future

*6 Credits  
Each  
Subject*

*(3 Credits  
Theoretical and  
3 Credits  
Suggested  
Visual Video  
Practices)*

*The third semester is applicable only  
for Post Graduate Diploma or  
International Professional Diploma  
Students-*

## **SEMESTER-3:**

### **7. Introduction to Mass Communication (Part-1):**

Introduction to Mass Communication

Models of Mass Communication

Theories of Mass Communication

Communication V/S Mass Communication

*6 Credits  
Each  
Subject*

*(3 Credits  
Theoretical and  
3 Credits  
Suggested  
Visual Video  
Practices)*

### **Media Today (An Intro to Mass Communication) Part-2:**

Media Giants and Cross-Media Activities

The Print Media

The Electronic Media

Advertising and Public Relations

### **8. Public Relations: UPS Cases & Others**

The importance of Public Relations

Models and Approaches of PR

PR as a management function

Organization factors for excellent PR

PR and Organizational Effectiveness

Public Relations Research

Ethics, Leadership and Counseling

Best practices for excellence in PR

*6 Credits  
Each  
Subject*

### **9. Strategic Public Relations Management:**

The Need for Strategic Public Relations Management

Where the Strategic Manager Begins: Taking Stock

Elements of the Campaign Recipe



	<p>Determining Research Needs: Developing the Research Plan  Gathering useful Data for Strategic Guidance  Making Research Decisions  Using theory for Practical Guidance  The successful pitch and follow-through</p> <p><b>OPTIONAL SUBJECTS:</b> (<i>Below the options to select any one subject or two subjects for Post Graduate/Professional Diploma Programs</i>)</p> <ol style="list-style-type: none"> <li>1. Media Interviews</li> <li>2. Crisis Communication</li> <li>3. Developing a Strategic Communications Plan</li> <li>4. The Online PR Environment</li> <li>5. The Media Regulatory Environment</li> <li>6. Stakeholders Relationship Management</li> </ol> <p><b>FOLLOWING ADDITIONAL TASKS SHOULD HAVE TO DONE BY PARTICIPANTS OR STUDENTS:</b></p> <ol style="list-style-type: none"> <li>a) PR (Public Relations) Management and or Professional PR, Media Relations, Press Releases and Media Press Conferences Certification Test MCQ Questions answer practicing</li> <li>b) PR (Public Relations) Management and or Professional PR, Media Relations, Press Releases and Media Press Conferences Certification or Professional PG Certification Test Board Questions/TMA (Tutor Mark Assignment)</li> <li>c) PR (Public Relations) Management and or Professional PR, Media Relations, Press Releases and Media Press Conferences Certification or Professional PG Certification Case Studies</li> </ol> <p><b>Exercises and projects</b></p> <p><b>Suggested Videos on Public Relations Management, Media Relations &amp; Press Release, Media Press Conference etc.:</b></p> <p><b>What is Public Relations?</b>  <a href="https://www.youtube.com/watch?v=7ptiYPcleM8">https://www.youtube.com/watch?v=7ptiYPcleM8</a></p> <p><b>Working in Public Relations   All About PR</b>  <a href="https://www.youtube.com/watch?v=Ys4vsMiD8s4">https://www.youtube.com/watch?v=Ys4vsMiD8s4</a></p>	<p>(3 Credits  Theoretical and  3 Credits  Suggested  Visual Video  Practices)</p>		
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	<p><b>Public Relations - PR as a Management Function</b>  <a href="https://www.youtube.com/watch?v=EDBTb8aZeMI">https://www.youtube.com/watch?v=EDBTb8aZeMI</a></p> <p><b>Public Relations: Meaning, Objectives, Types and Functions of PR</b>  <a href="https://www.youtube.com/watch?v=7yq34Wb4fNs">https://www.youtube.com/watch?v=7yq34Wb4fNs</a></p> <p><b>What is Public Relations? Part 1</b>  <a href="https://www.youtube.com/watch?v=8uRh4XYa_M">https://www.youtube.com/watch?v=8uRh4XYa_M</a></p> <p><b>What is Public Relations? Part 2</b>  <a href="https://www.youtube.com/watch?v=PrTta8pRIQg">https://www.youtube.com/watch?v=PrTta8pRIQg</a></p> <p><b>The ultimate public relations course</b>  <a href="https://www.youtube.com/watch?v=iVa0DPEjblw">https://www.youtube.com/watch?v=iVa0DPEjblw</a></p> <p><b>PR Process</b>  <a href="https://www.youtube.com/watch?v=cubHBaRMWyg">https://www.youtube.com/watch?v=cubHBaRMWyg</a></p> <p><b>How to write a Public Relations plan?</b>  <a href="https://www.youtube.com/watch?v=SuYpBVD4YXE">https://www.youtube.com/watch?v=SuYpBVD4YXE</a></p> <p><b>Media relations - Definition, Objectives, Benefits, Examples &amp; Difference from Public Relations</b>  <a href="https://www.youtube.com/watch?v=eTm5UULNpt0">https://www.youtube.com/watch?v=eTm5UULNpt0</a></p> <p><b>How to improve your media relations?</b>  <a href="https://www.youtube.com/watch?v=nMPbjxwagT8">https://www.youtube.com/watch?v=nMPbjxwagT8</a></p> <p><b>PRESS RELEASES: How to Write Them (3 Video goes below:)</b>  <a href="https://www.youtube.com/watch?v=4sBgIATY540">https://www.youtube.com/watch?v=4sBgIATY540</a>  <a href="https://www.youtube.com/watch?v=1tcTeA8n6iM">https://www.youtube.com/watch?v=1tcTeA8n6iM</a>  <a href="https://www.youtube.com/watch?v=zfGiLCkaa_0">https://www.youtube.com/watch?v=zfGiLCkaa_0</a></p> <p><b>How to Create a Successful PR Campaign?</b>  <a href="https://www.youtube.com/watch?v=cMLQUCihXQk">https://www.youtube.com/watch?v=cMLQUCihXQk</a></p>			
	<b>Project/Thesis/Case Studies</b>			
	<p>Student have to take a Project/Thesis/Case studies as per their major subject in order to complete his/her Diploma Professional Diploma or Post Graduate Diploma.</p> <ul style="list-style-type: none"> <li>In case Project/Thesis, respective students should submit 15 to 45 (A4 Size) pages long report. <i>Course Tutor or Concern Authority will assign/fix Project/Thesis Topic or Title with consultation with respective student.</i></li> <li>In Case Studies, respective students should submit case studies answer script in written form to the GEPEA within stipulated time frame. <i>Concern Authority will assign case studies question paper in time.</i></li> </ul>			

	<p style="text-align: center;"><b>TOTAL HOURS REQUIRED TO BE COMPLETED FOR THE PUBLIC RELATIONS MANAGEMENT, PR PROFESSIONAL CERTIFICATIONS = 6 Parts/Lessons will count 6 hours each</b> (6 parts/Lessons x 6 hours = 36 hours total) + Project Exercises Minimum 4 hours = <b>Grand Total 40 Hours only.</b></p> <p><b>OR</b> <u>for the International Professional Diploma or Post Graduate Diploma</u></p> <p><b>9 Parts/Lessons will count 6 hours each</b> (9 parts/Lessons x 6 hours = 54 hours Total) + Project Exercises Minimum 6 hours = <b>Grand Total 60 Hours only.</b></p>			
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## SCOPE OF PUBLIC RELATIONS (PR) MANAGEMENT AND MEDIA RELATIONS

**CAREER SCOPE:** The Professional Diploma of PUBLIC RELATIONS MANAGEMENT (PRM) OR MEDIA RELATIONS DIPLOMA holders may join in some other titles such as public relation officer, media officer, media manager, script writer, production assistant, technical director, floor manager, lighting director, scenic director, coordinator, creative director, advertiser, media planner, media consultant, counselor, front office executive, event manager, Marketing coordinator, Copywriter, Fundraiser, Direct marketing spokesperson, Media buyer, Investor relations, Account executive, Public information officer and others.

## COURSE MATERIAL

Besides using the traditional books GEPEA has also modernized the learning process by providing students with online portal consisting of –

- **Study Materials (Soft copies)** – PDF of books are provided to students making studies nomadic & convenient. GEPEA Department of Students Affairs will assign Study Materials via Email or other methods after registration and admission.
- The focal point of **GEPEA** study materials is enhancing Practical Education. **GEPEA** Kit provided to applicants is a world full of practical scenarios, explanation in terms of facts rather than theoretical phrases. Customized to be self-explanatory & easy to understand.
- **Faculty Guidance** – GEPEA panel of intellectuals guide students personally with regards to any query through email about any concept in the notes provided, being the author of the same.

## EXAMINATION

**GEPEA** Professionals are given the privilege to answer exams from any examination center in the world along with the freedom to pick the exam schedule for the same, as time permits in the particular examination months of GEPEA. Students are allotted 2 modes of examinations – Home Based/Center Based.

- Question papers would be drafted by **GEPEA** panel of veteran professors which would be TMA (Tutor Mark Assignment), OBS (Open Book System) and MCQ study pattern. A single course will consist 100 marks based on these three pattern of exam types. In each program will consist a major (Thesis Research) course or theory in order to complete the respective Diploma Program.
- This unique & novel methodology teaches a student how to assess business situations and make decisions based upon those assessments, allowing students



- to display their potential.
- In case of home based/distance learning exams question paper would be emailed to the students, which they would have to answer & courier back to GEPEA office or GEPEA directed authority in the respectable exam slab.
- Candidate also has the option of appearing for Center Based Examination wherein they would have to visit one of the many GEPEA exam centers & complete answering the exam in the duration of 3 hours which wouldn't be an open book examination.

## **CASE STUDY METHOD & STUDY MATERIAL:**

Today communication systems have advanced so much that it is much easier, convenient and quicker to gain expertise via online distance learning. GEPEA offer potential students the opportunity to study through an autonomous online distance learning program. This means that people who can't get traditional further education can still achieve what they want and get their qualifications through Online Distance Learning. That gives the opportunity for a much wider range of people to get the qualifications that they want. Today, thanks to technological advances, higher education is more readily available to those who want it.

GEPEA is an institute of excellence offering widest range of autonomous programmes in the field of Business Management and different Professional Training education. In response to the rapidly changing economic environment and the process of globalization, the Academy has made sustained efforts to bring an international perspective to all its wide range of areas and activities.

## **BENEFITS AND FEATURES:**

- (i) **Flexible Programs & Curriculum:** You can earn and study at the same time! From GEPEA International Curriculum, Flexibility is the biggest advantage of distance learning courses. This stands true especially if you are a working professional. Not everyone has the luxury of taking their own time to finish their studies. For those who had to take a break from studies to start working, such courses are a boon and provide the opportunity to pursue higher education.
- (ii) **Saves Time & Energy:** You save up a lot of time and energy on commuting. You can stay at any place and pursue a course that is available at GEPEA. Or you might be based out of a remote village or town which does not have enough options for higher studies. Distance learning courses eliminate these obstacles.
- (iii) **MCQ, Case Based Learning:** MCQ, A Case-based approach engages students in discussion of specific situations, typically real-world examples of African, Asian and International companies. Allowing the students to put their theoretical knowledge to practice.
- (iv) **Study at your own Pace:** Not everyone has the same pace of learning. Some students pick up things fast, others need time to grasp a concept. One of the biggest advantages of distance learning is that you can study at a pace that is comfortable for you.
- (v) **Saves Money:** These courses are almost always cheaper as compared to their on-campus counterparts. You also cut down on the costs incurred while commuting etc.
- (vi) **Personal Fulfillment:** An MBA is the key to unlocking both a professionally and personally rewarding future. Education is the foundation upon which you can build lifelong business and personal achievements. The GEPEA MBA program is designed to enrich your personal life, as well as to keep you informed about a

constantly changing industry.

- (vii) **Convenient:** You can submit your assignment with the click of a button or simply drop it off at a post-office! It's sometimes as simple as that!
- (viii) **24X7 Access to Study Material & fellow Students:** This is the best way to study if you are comfortable with internet and technology. You can access your study material online whenever you want and also clear doubts, exchange views and discuss with your virtual class-mates!
- (ix) **Study any Topic You Want:** Since you'd already have all your books/online study material with you, you can pick up any topic/chapter that interests you and tackle that first! This way your interest in the subject is sustained.
- (x) **Higher Level of Self-Confidence:** The knowledge gained through our Correspondence MBA program will enhance your effectiveness in your current position and help define your future career path. It will sharpen your skills in critical business areas, giving you the self-confidence you need to become a leader in your profession.
- (xi) **Specialization:** We provide more than 80 specializations which allow students to gain additional knowledge and background on specific business topics.

## **ACCREDITATIONS AND RECOGNITIONS:**

### **ITQSM Accredited & International Partnered Professional Academies.**

GEPEA has proudly claimed the Excellence in Online Distance Learning Award presented by its Governing Body Really Matters as a token of appreciation for providing top notch education to professionals globally. This solely proclaims that GEPEA is one of the best Professional Academy in the field of online distance learning.

## **PROFESSIONAL FACULTIES:**

GEPEA Faculty members are highly professional, qualified & experienced. Professors provide substantial assistance through 24\*7 web support. Each & every query regarding studies, assignments, cases, projects, research are resolved on time & responded with clear, relevant answers on par with syllabus. They update themselves from time to time about the changing market scenario & syllabus. Thus working professionals have chance to get resourceful information by interacting with professors through web-support from time to time. Timely communication & assistance is key to our successful association with our students & our professors believe in same.

## ***GEPEA (Global Educational & Professional Excellence Academy)***

*In case any query, please feel free to contact us via E-Mail:  
[gepea.official@gmail.com](mailto:gepea.official@gmail.com) , [office@gepea.eu](mailto:office@gepea.eu) or visit Website: [www.gepea.eu](http://www.gepea.eu) or  
[www.gepea.education](http://www.gepea.education)*