



Institute of
Public Relations
of Singapore



Introduction to Public Relations & Mass Communication

Wednesday to Friday, 29 to 31 May 2024, 09:00 to 5:00 PM
To be conducted in-person – venue to be confirmed

The IPRS Difference

IPRS, established in 1970 as a non-profit organisation, is the only accrediting body for Public Relations (PR) practitioners in Singapore. The Institute's objective is to establish growth for Singapore's PR industry through knowledge acquisitions, networking, and exchanging of new ideas. The Institute strives to be the leading regional PR organisation to elevate the profession, set industry standards and increase public recognition of this profession.

Our focus is on providing a solid foundation of conceptual knowledge and ground expertise for PR practitioners who wish to upgrade their skills, and for those aspiring to join the communications industry. The Institute promotes excellence in the industry through education, tailored programmes and courses that are aligned with the many changes and developments in the practice of PR and Communications.

Whether you are a practitioner wishing to upgrade your skills or someone who wishes to join the communications industry, IPRS offers courses and workshops that are fresh, positive, practical and skills-oriented. All delivered by IPRS Members and trainers who are leading experts in their field.



Course Content

A compact three-day course from 9.00a.m. to 5.00p.m. that provides a sound, basic understanding of what Public Relations (PR) and Communication is all about and an insight into its key aspects: Communication 101; Media Relations; Crisis Communication; Digital Communication, Integrated Marketing; and the PR Plan.

Day 1

- PR & Communications: Principles, Roles and Career Pathways
- Media Relations

Day 2

- Crisis Communications
- Public Relations Campaigns

Day 3

- Integrated Marketing Communications
- Digital Communications



Course Fees

Fees	IPRS Members	Public
Full Course	\$1,000	\$1,200

- *Participants who had attended IPRS' Introduction to PR & Mass Comm Course will enjoy a discount of \$200 on our Professional Certificate Course.*
- *NTUC Members will be able to apply for a subsidy for the full course under the UTAP Scheme. Please approach IPRS for more details or visit the NTUC UTap portal at <https://skillsupgrade.ntuc.org.sg/>.*

Modular Courses

Want to learn more about Corporate Branding, Media Relations, Crisis Communication, and other PR-related topics? Select from our wide range of topics, the subjects that you are interested in. Modular Course Participants will receive a Certificate of Attendance.

Fees	IPRS Members	Public
Per module:	\$250	\$300
2 modules:	\$450	\$550

For more details, please approach the IPRS Secretariat.





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