

Updated 7 March 2025

Professional Certificate Course Intake 01/2025 (15 May to 5 August 2025), conducted via Zoom 7.30 pm to 10.00 pm

S/N	Topics	Bucket	Trainer	Date
1	PR and Communications Strategy Part 1	Professional Skills	Annette Pau	15 May
2	PR and Communications Strategy Part 2 <b>Briefing on Communications Plan assignment</b> <b>(45% of final grade – 4 weeks, deadline 10 Jun 2024)</b>	Professional Skills	Annette Pau	20 May
3	Introduction to Media Relations	Professional Skills	Annette Pau	22 May
4	Introduction to Media Publicity	Professional Skills	Annette Pau	27 May
5	Introduction to News Releases	Professional Skills	Annette Pau	29 May
6	Issues Management	Branding And Reputation Management	Annette Pau	03 Jun
7	Crisis Communication <b>Briefing on Issues and Crisis Comms Assignment</b> <b>(15% of final grade – 1 week, deadline 10 Jun 2025)</b>	Professional Skills	Annette Pau	05 Jun
8	News Release Test <b>(25% of final grade - 2.0 hours, briefing conducted)</b>	Branding And Reputation Management	Annette Pau	10 Jun
<b>Term Break for 3 weeks, reconvene 3 Jul 2025</b>				

Updated 7 March 2025

Professional Certificate Course Intake 01/2025 (15 May to 5 August 2025), conducted via Zoom 7.30 pm to 10.00 pm

9	Stakeholder Relations	Professional Skills	Clarence Fu	3 Jul
10	Internal Communication/ Employee Comms	Professional Skills	Clarence Fu	8 Jul
11	Event/ Project Management	Integrated Marketing Communications	Clarence Fu	10 Jul
12	PR Research	Integrated Marketing Communications	Clarence Fu	15 Jul
13	Evaluation / Measurement	Integrated Marketing Communications	Clarence Fu	17 Jul
14	Corporate Branding and Reputation Management <b>Briefing on Branding Journal Assignment</b> <b>(15% of final grade, 1 weeks, deadline 29 Jul 2025)</b>	Integrated Marketing Communications	Adrian Heng	22 Jul
15	Integrated Marketing Communication (IMC)	Integrated Marketing Communications	Adrian Heng	24 Jul
16	Sustainability Management	Integrated Marketing Communications	Tham Kok Wing	29 Jul
17	Social Media	Branding And Reputation Management	Adrian Heng	31 Jul
18	Digital Communication	Branding And Reputation Management	Adrian Heng	5 Aug

Updated 7 March 2025

Professional Certificate Course Intake 01/2025 (15 May to 5 August 2025), conducted via Zoom 7.30 pm to 10.00 pm

Passing Criteria – 85% attendance rate (attended 16 sessions), combined final grade > 40 marks.

**GRADE ALLOCATION:**

HD	> 85
A	75 – 84
B	65 – 74
C	55 – 64
D	50 – 54
E	40 – 49
F	< 40
P	PASS IN SUPPLEMENTARY PAPER