



Institute of  
Public Relations  
of Singapore



**Click link to Register:** <https://bit.ly/IPRSPProfCert>

# **Professional Certificate in Public Relations & Mass Communication**

**Held online Tuesdays and Thursdays, 18 April to 30 June 2023, 07:30 to 10:00 PM**

# 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

Spanning 18 topics across 3 months, the Professional Certificate Course covers the core components of PR and Communications, and is tailored to meet the challenges of the marketplace. Participants must complete 4 individual assignments and an individual class test to complete the course.

## Professional Skills

- PR & Communications: Principles, Roles and Career Pathways
- Internal Communication: Culture, Leadership and Responsibilities
- Stakeholder Relations: Identification and Effective Engagement
- Communication Strategy: Concepts, Planning and Execution
- Media Relations: Publicity, News Releases and Pitching
- PR Research: Types, Design, and Best Practices
- Evaluation And Measurement: Terminologies, Methodologies and Tools

## Integrated Marketing Communications

- Distinctions, Needs and Building Blocks of Marketing Communications
- Social Media: Principles, Content Creation, Measurements and Regulations
- Digital Communications: User, Choice and Empowerment
- Event/Project Management: Definitions, Design and Tools
- Sponsorship: Purpose, Types and Strategy

## Branding And Reputation Management

- Corporate Branding: Origins, Symbols and Identity
- Reputation Management: Fundamentals and Ethics
- Issues Management: Identification, Evaluation and Action
- Crisis Communications: Principles, Roles and Press Statements
- Sustainability Management: ESG, CSR and Climate Communications
- Community Building: Motivations, Outreach and Strategy



# Course Fees

<b>Fees</b>	<b>IPRS Members</b>	<b>Public</b>
<b>Full Course</b>	\$3,000	\$3,300

- *Participants who had attended IPRS' Introduction to PR & Mass Comm Course will enjoy a discount of \$200.*
- *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.

<b>Fees</b>	<b>IPRS Members</b>	<b>Public</b>
<b>Per Session:</b>	\$200	\$250
<b>2 Sessions:</b>	\$350	\$450
<b>3 Sessions:</b>	\$500	\$600

For more details, please approach the IPRS Secretariat.



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