Planning an effective **PR CAMPAIGN**

**Online Course**

**COURSE CONTENT**

**Introduction to PR**
- state whether particular PR activities are effective
- describe the key to a successful PR campaign
- explain how to convey different messages to different audiences
- list the three levels at which campaigns can influence audiences
- list the five stages of a successful PR campaign

**The Brief**
- describe the purpose of the Brief
- state when the Brief should be written
- state where the information for the Brief comes from
- define the Background to the Brief
- list how many aims and objectives need to be written
- explain why knowing your audiences is important
- describe how to write key messages
- explain the importance of timescales

**The Audit**
- describe the purpose of an Audit
- state how much of your budget should be spent on planning, research and evaluation
- define what we mean by a SWOT analysis
- describe the difference between quantitative and qualitative evidence
- define the term 'benchmarking'

**Writing Objectives**
- describe how to write in-depth campaign objectives
- define SMART objectives
- describe why campaigns may not always achieve a desirable end result
- state what objectives must be aligned with

**The Strategy & Action Plans**
- state the purpose of the Strategy
- state what information the Action Plan contains
- describe the difference between monitoring and evaluation
- state when monitoring and evaluation needs to take place

**Evaluation**
- describe what evaluation involves
- state what evidence an evaluation includes
- define what is meant by Output, Outtakes and Outcome

**Who will benefit:** Graduates in other fields who wish to gain an understanding of public relations; practitioners update their skills; managers with PR in their portfolio; personal assistants; marketing assistants; office Assistants, junior executives

**Cost:** J$23,000.00; Volume Pricing Available

**For further information contact:**
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