The cost per course is $1445 (payable to RMIT Training Pty Ltd).

Application for admission to the course is to be made on the enrolment form or at www.shortcourses.rmit.edu.au. The course fee or company purchase order is to accompany the application. Upon receipt of course fees, the applicant’s registration will be confirmed in writing.

Terms and conditions

Payment
» Full course fee is payable at time of enrolment.
» Organisations will only be invoiced when a purchase order/letter of authority is supplied with the enrolment form. Invoices must be paid in full within seven days and prior to course commencement.

Transfers
» Transfers notified less than five full working days prior to the course commencement date will incur a transfer fee equal to 10% of the full course fee.
» In courses where prerequisites do not apply, a substitute may be sent in your place if you are unable to attend. Transfer conditions apply to substitutions.
» No transfers will be processed after course commencement.

Cancellations
» Cancellations notified less than five full working days prior to the course commencement date will incur a cancellation fee equal to 50% of the full course fee.
» No refunds will be issued after course commencement.

General
» RMIT reserves the right to cancel or reschedule any course that does not have sufficient enrolment numbers or in the event of unforeseen circumstances. A refund or alternative courses will be offered. RMIT also reserves the right to change course details.

Need more information?
Contact RMIT Continuing Education Centre
Tel. 03 9925 8111
Fax: 03 9925 8298
Email: enquiries@rmit.edu.au
www.shortcourses.rmit.edu.au

RMIT Training Pty Ltd
RMIT Training Pty Ltd is a wholly-owned subsidiary of RMIT University and is the corporate arm of the University. It provides a wide range of personal and professional development courses.

The Public Relations Certificate is one of a number of certificate programs run by RMIT Training Pty Ltd.

Disclaimer
Every effort has been made to ensure the information contained in this publication is accurate and current at the date of printing. For the most up-to-date information, please refer to www.shortcourses.rmit.edu.au before booking a course. Prepared January 2011.
A message from PRIA (Victoria)
The public relations industry is continually evolving, mirroring changes in wider society. Today, the PR practitioner plays a critical management function, doing far more than just working with media. The globalisation of local markets, 24/7 news cycles and the integration of online media into traditional communication strategy are just some of the challenges facing the contemporary PR practitioner.

In response to this new market dynamic, the public relations profession now places a stronger emphasis on formal qualifications and professional development. An acknowledged qualification ensures practitioners are better prepared to deal with the changing demands of the profession and, at the same time, creates an advantage in today’s competitive job market.

PRIA Victoria has worked closely with RMIT for many years to develop training programs specially suited to the public relations industry. In particular, the Public Relations Certificate has been enthusiastically supported by the industry as an excellent industry. In particular, the Public Relations Certificate has been enthusiastically supported by the industry as an excellent industry. In particular, the Public Relations Certificate has been enthusiastically supported by the industry as an excellent industry.

Who should apply?
» People working in public relations or related jobs
» Managers who supervise public relations departments
» Others who wish to enter the industry

How will you benefit?
You will be trained in the practical skills of public relations in a program designed by RMIT and endorsed by the PRIA.

You will receive a certificate for each completed course. By completing all four courses you will qualify for the RMIT University Public Relations Certificate endorsed by the PRIA.

Program structure
The four courses are offered individually. This will cater for students wishing to undertake a particular specialisation (see syllabi). Strategic PR & Planning requires a prerequisite of PR Principles & Practices. To successfully complete each course, you must attend 80% of classes (special circumstances may be considered by the program director). Written work submitted for assessment must be of satisfactory standard.

Each course involves weekly evening sessions and some Saturday sessions—see timetable for details.

PR Principles and Practices
You will cover basic and emerging trends in public relations practice and learn how to apply underlying communication principles that guide the discipline. Topics covered include:
» Basic concepts and theories
» Communication research and processes
» Communication tools—traditional and new media
» Ethics and law in PR
» Identifying key stakeholders and organisational linkages
» Public opinion/attitude change
» Public relations in society and emerging trends
» Social responsibility and professionalism
» The strategic four-step PR process

Media Relations and Social Media
Knowing how to deal with mainstream media creates publicity and promotion for your organisation, while taking advantage of social media can give you the edge over the competition with your targeted publics. Hands-on workshops and topics include:
» How the media works
» Online media needs
» Media conferences and events
» Media language and writing
» Media releases, alerts and follow up
» Preparing managers for interviews—print, radio, TV, online

Understanding Web 2.0 tools, their reach and uses
» Targeting the right audiences with the right tools/channels
» Case studies—mainstream and Web 2.0 media
» Skills and techniques for mainstream media and social media

Public Relations Writing
You will become familiar with and develop the key writing skills used in public relations by technicians and managers. Tools and topics covered include:
» Annual reports, proposals and formal reports
» Backgronders and position papers
» Brochures/newsletters/fact sheets/Q&As
» Feature writing/bios/profiles
» Grammar, punctuation, style and rules
» Media kits
» Media releases
» Online and social media
» Speech writing and PSAs/CSAs
» The basics of good public relations writing

Strategic PR and Planning
Prerequisite: PR Principles & Practices
By experiencing actual cases, you will gain a strong insight into the ways public relations focuses strategically to get results.

Strategic PR analysis and management tools will be discussed and used to investigate cases in:
» Corporate social responsibility
» Crisis and issues management
» Government relations and lobbying
» Industry analysis
» Internal communication issues
» Labour relations
» Leadership and influence
» Media relations
» Mission, values and culture
» Organisation/environment
» Risk communication and reputation management

Course presenters
RMIT academics and senior industry practitioners

Enrolment closing dates
PR Principles and Practices: 18 March 2011
Public Relations Writing: 18 March 2011
Media Relations and Social Media: 21 April 2011
Strategic PR and Planning: 17 June 2011

A message from RMIT University
For nearly 20 years RMIT has worked closely with the PRIA to develop and present a joint initiative—the Public Relations Certificate. Thousands of participants have now completed the certificate, the only one of its kind in Victoria. Constantly changing roles and demands in public relations require existing practitioners—or those seeking to move into the industry to develop and expand on their knowledge and skills. Certificate participants are from a range of backgrounds, contributing to a fascinating learning environment in the sharing of ideas, problems and solutions. Importantly, many participants have been snapped up into good industry jobs after completing the certificate, or have gone on to complete further studies at RMIT University.

Maggie Walsh, MA (Hons), MPRIA
Director
RMIT Public Relations Certificate