The Public Relations Certificate is a practical, industry focused program which has been running for 20 years. Endorsed by the Public Relations Institute of Australia, the Certificate will update you with the latest industry trends and prepare you for career success.

PROGRAM CALENDAR 2012 >>

The Certificate is made up of four courses:

» PR Principles and Practices
» Media Relations and Social Media
» Public Relations Writing
» Strategic PR and Planning
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

Presenter: Denis Masseni
With 18 years of corporate experience, Denis has spent his career latching onto emerging industries. Denis’ keen interest in the digital arena found him at Monash University in 2000 as a teaching associate. During this time he established the Master of Multimedia degree going on to become Program Director of a further 2 degrees: the Master of Multimedia Design and Master of Design. Over the last 5 years Denis has created 2 digital businesses; NEW MEDIA people, newmediapublications.com.au, a recruitment firm, and the highly successful web publishing and online advertising business, sponsor-ed.com.au. He also tweets and blogs at www.socialmedia.com.au.

Timetable
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<tr>
<td>Wed 15.08.12</td>
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<td>Wed 22.08.12</td>
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<td>Wed 29.08.12</td>
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<td>Sat 15.09.12</td>
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<tr>
<td>Sat 22.09.12</td>
<td>10 am – 5 pm</td>
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Click here to enrol

Media Relations and Social Media
Code: S200109
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 target markets. Hands-on workshops and topics include:
» How the media works
» Online media
» 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

Presenter: Maree Curtis
Maree Curtis is Program Director, Journalism at RMIT University. Before joining RMIT, Maree worked for 20 years as a reporter, writer and editor for metropolitan daily newspapers and national magazines including The Age, Herald Sun, Sunday Magazine and Woman’s Day. Maree has coordinated the writing unit in RMIT’s PRIA–accredited Public Relations Certificate for more than a decade.

Time available in 2013.