



BRENTWOOD
OPEN LEARNING COLLEGE

CERTIFICATE IN

PUBLIC RELATIONS

Web: www.bolc.co.uk

Email: admissions@bolc.co.uk

Course Introduction:

The field of public relations has changed with the evolution of computers and the speed with which information can spread.

However, the need for public relations to be clear, concise, and accurate while being completely appropriate for the situation has not changed. In this comprehensive course, you will learn how to determine the type of information required, to approach PR strategically, create compelling releases, and manage your media relations.

Course Benefits

Accredited Course



Full Tutor Support



Delivered through distance learning



Self paced, no fixed schedules



Available to students any where in the world



Interest Free Fee Instalments



Course Duration: 125 Hours (Flexible)

Entry Requirement:

There is no particular entry requirement for this course.

Course Accreditation:

Certificate in Public Relations
(Level 2)

Awarding Body: ABC Awards

Fee Schedule:

Total Fee: **£360** (Including Admission Fee)

Admission Fee: **£80**

10 Monthly Instalments: **£28** / Month

There is **£60** discount if fee is paid in full.

Discounted fee: £300



UNIT 1

Introduction to Public Relations

What is Public Relations?
Fragmentation
Building your PR Plan
Defining the Goal
Selecting Your Strategy and Tactics

UNIT 2

Creating Your Media Image

Getting Clear on Your Message
Media Kits
Elaborate on the 5 W's
Establishing Media Guidelines
Selecting a Spokesperson
Approval Process

UNIT 3

Managing the Media

Stellar Media Kits
Answering Tough Questions
Speaking in Sound Bites
Options When You Have "No Comment"
The Press Release
Catchy Headline

UNIT 4

PR and Crisis Management

Business Continuity and Recovery
Essential Crisis Plan Elements
Emergency Operations Center (EOC)
Critical Incident Stress Debriefing
Social Media and Public Relations
Monitoring Tips and Tricks

Your Learning Experience - FAQs

How is the course delivered?

Guided learning hours for the course are 125. The course is flexible you can work according to your own schedule. The course is assignment based after each course unit you will complete an assignment which you will submit to your tutor for marking. The tutor will mark the assignment and will upload feedback on the portal within 10 working days of the assignment being submitted. On successful completion of the unit you will move on to the next unit and this you will complete your course. There is no formal exam to take at the end.

How will I study?

When you enrol on this course you are assigned a personal expert tutor, to guide and encourage you throughout your studies with the College. Your tutor will be available throughout your course to give you help with specific issues, and difficult topics. Relevant practical exercises and projects are introduced throughout the course aimed at applying the theory and skills learnt.

What is so special about this course?

This is a unique course. We start from the very basics and give you all the essential knowledge required for working in the field successfully.

What support do students get?

Learning Material

All the core learning material will be provided to you from the college. You don't have to buy any text books. However we encourage our students to conduct their own further reading.

Additional Supporting Material

Additional support material and useful links are available on the LMS (Learning Management System) for further reading.

Tutor Support

When you enroll on any of our courses you are assigned a personal tutor to support you with your studies. You complete all this work under the supervision and guidance of your tutor who provides you feedback on your assignments and course work on regular basis throughout your course.

Online Discussion Forum

Our online forums enable you to share ideas with other students and support each other throughout your studies. Tutor's regularly review the forums and reply to student's questions or concerns.

Is the course accredited?

This course has been accredited under ABC Awards QLS (Quality License Scheme) by Brentwood Open Learning College. ABC Awards is a leading national Awarding Organisation, regulated by Ofqual, and the Welsh Government for their qualifications on the national framework i.e. the Qualifications and Curriculum Framework (QCF). It has a long established reputation for developing and awarding high quality vocational qualifications across a wide range of industries.

As a registered charity, ABC Awards combines 180 years of examination and assessment expertise but also implements a responsive, flexible and innovative approach to the needs of our customers.

How much does it cost?

The full course fee is **£360**

There are two Options available for you.

Option 1

When paying full fee in advance you will get **£60** fee discount and will pay **£300** for the complete course.

Option:2

When paying in instalments you will pay **£360** for the complete course. This fee will be paid according the following schedule:

At the time of admission **£80**. Then **10** instalments of **£28** each.

The fee covers complete cost of your course which includes: the cost of registration, course study material, tutor support and certification fee.

Payment Methods

We at BOLC offer you the variety of payment methods to make the payment process easily manageable. You can choose any of the following methods to pay your fee:

- ☞ **Credit or Debit Card**
- ☞ **PayPal**
- ☞ **Bank Transfer**

Can I pay my fees in instalments?

Yes, you can pay your fee in up to 10 interest free monthly instalments. However there is special fee discount available for those paying in full at the time of admission.

What Student Will Learn?

- Apply the different purposes to strategic vs. tactical PR
- Design a PR strategy
- Develop strong relationships with reporters and journalists
- Take their communication skills to a higher level.

How to Apply?

Online:

You can enroll online by completing the **Apply Online** form on www.bolc.co.uk

OR

Email:

You can contact us on admissions@bolc.co.uk and we will send you all the course information along with the application form which you can fill in and return to us on the same email. After processing your application form we will send you an invoice for the payment of your fee along with guidance on making payment.



Apply Now!



CONTACT US

BRENTWOOD OPEN LEARNING COLLEGE

3 Oswin Road,

Brailsford Industrial Estate

Braunstone

Leicester, LE3 1HR, United Kingdom

Tel: +44 292 0026 229

Web: www.bolc.co.uk

Email: admissions@bolc.co.uk