



**BRENTWOOD**  
OPEN LEARNING COLLEGE

**CERTIFICATE IN**

**PUBLIC RELATIONS**

**Web: [www.bolc.co.uk](http://www.bolc.co.uk)**

**Email: [admissions@bolc.co.uk](mailto:admissions@bolc.co.uk)**

## Course Introduction:

**The success of any large or small business depends largely on its reputation and public relations is vital to create this reputation for a business. This is, in fact a message, an image or a story that is imperative to communicate for the success of a business. Hence public relations can contribute greatly to the success of a business.**

A strong public relations plan can bring awareness to the company's products and services. Customers, staff, suppliers, investors, regulator and journalists; all have an opinion about the organisations they come into contact with. This opinion could be good or bad, right or wrong but these perceptions largely influence these people in their decisions of working with these organisations.

On this course you will learn how public relations is different from marketing, advertising, and selling, tools for public relations and the processes involved in public relations. You will also explore corporate public relations and 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:** 200 Hours (Flexible)

**Entry Requirement:**

There is no particular entry requirement for this course.

**Course Accreditation:**

Certificate in Public Relations  
(Level 3)

**Awarding Body:** ABC Awards

**Fee Schedule:**

Total Fee: **£395** (Including Admission Fee)

Admission Fee: **£95**

**12** Monthly Instalments: **£25** / Month

There is **£80** discount if fee is paid in full.

**Discounted fee: £315**





**UNIT 1****Introduction to Public Relations**

What is Public Relations?  
The Public Relations Environment  
Nature & Scope of Public Relations  
Elements of Public Relations  
Scope of Public Relations Practice  
Role of Public Relations  
Benefits of Public Relations

**UNIT 2****Tools for Public Relations**

Tools Used for Public Relations  
Differences and Similarities in  
Public Relations, Advertising and  
Publicity  
Objectives of Public Relations,  
Advertising and Publicity  
Publication  
Public Opinion Research

**UNIT 3****Public Relations Process**

What is Public Relations Process?  
External Environment  
Macro Environment  
Internal Environment  
Public Relations Roles  
Public Relations Tasks

**UNIT 4****Public Relations and Communication**

Planning in Public Relations  
Scope of Public Relations Planning  
Approaches to the Planning Process

**UNIT 5****Corporate Public Relations**

What is Corporate Public Relations?  
Corporate Organizational Structure  
Human Resource Development  
Corporate Planning  
Corporate Media Relations

**UNIT 6****Production of Public Relations  
Materials**

PR Communication & PR Material  
Internal and External Communication  
Advantages and Limitations of  
Printed Material  
Requirements of Corporate  
Publications

**UNIT 7****Media Relations**

Media Classifications  
Media Relations  
Opinion Writing And Public Relations  
Evoking and Monitoring Media  
Response  
Crisis Management  
Classifications of Media

# Your Learning Experience - FAQs

## How is the course delivered?

Guided learning hours for the course are 200 to 250. 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 **£395**

There are two Options available for you.

### Option 1

When paying full fee in advance you will get **£80** fee discount and will pay **£315** for the complete course.

### Option:2

When paying in instalments you will pay **£395** for the complete course. This fee will be paid according the following schedule:

At the time of admission **£95**. Then **12** instalments of **£25** 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 12 interest free monthly instalments. However there is special fee discount available for those paying in full at the time of admission.



## Career opportunities

Job opportunities for public relations professionals are very assuring in various industries if the applicants have excellent communication skills and convincing abilities. Advertising agencies and Marketing companies are constantly on the lookout for PR professionals. PR agencies and in-house PR departments, media management, media relations, event management, corporate communications, public affairs, private and public organizations such as; health, education, arts, leisure and entertainment, sport, media also recruit PR professionals.

## How to Apply?

### Online:

You can enroll online by completing the **Apply Online** form on **[www.bolc.co.uk](http://www.bolc.co.uk)**

**OR**

### Email:

You can contact us on **[admissions@bolc.co.uk](mailto: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

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