



BRENTWOOD
OPEN LEARNING COLLEGE

DIPLOMA IN

PUBLIC RELATIONS

Web: www.bolc.co.uk

Email: admissions@bolc.co.uk

Course Introduction:

BOLC Diploma in Public Relations is perfect for you if you are looking for a rounded view of all the aspects of PR.

The course will equip you with all the essential knowledge and skills for your exceptional career in PR. You will learn how to get the best value from your PR activities; how to conduct newsworthy surveys to gain valuable PR exposure, and how to enhance your PR communication skills for media interviews. Hence the course covers all the key concepts, theories, techniques and skills that you need to become an effective PR practitioner.

“Tutor support was excellent. Feedback on the assignments was quick and was always uploaded on line within the specified period. Overall support from the college was fantastic.”

Paula Windsor

Course Benefits

BOLC Diploma

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: 1 Year (Flexible)

Entry Requirement:

There is no particular entry requirement for this course.

Course Accreditation:

Diploma in Public Relations
(Level 4)

Awarding Body: ABC

Fee Schedule:

Total Fee: **£560** (Including Admission Fee)

Admission Fee: **£104**

12 Monthly Instalments: **£38** / Month

There is **£100** discount if fee is paid in full.

Discounted fee: £460

ABC awards
Part of the emfec group

**Quality Licence
Scheme**



UNIT 1**Introduction to Public Relations**

Definitions of Public Relations
Elements in Public Relations
Role of Public Relations
The Process of Communication
The Public Relations Process

UNIT 2**Concepts of Public Relations**

Definitions
Differences and Similarities in Public Relations, Advertising and Publicity
Advertising
Objectives of Public Relations, Advertising and Publicity
Public Relations Advertising in the Press

UNIT 3**Management and Organisation of Public Relations**

Introduction
External Environment
Macro Environment

UNIT 4**Public Relations as Planned Communication**

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

UNIT 5**Public Relations Tools & Methods**

Introduction
Publicity media
Miscellaneous Communication Tools

UNIT 6**Production of Public Relations Material**

Public Relations Communication and Public Relations Material
Production of Corporate Publications

UNIT 7**Corporate Public Relations**

Introduction
Corporate Planning
Corporate Public Relations

UNIT 8**Media Relations**

Media Classification
A Typical Media Organization Structure
Sound Media Relations
Organizing Press Conference
Evoking and Monitoring Media Response

UNIT 9**Internal Communications**

Definition of Internal Communication
Role and purpose of internal Communication
Segmenting internal publics
Line manager role
Ethical communication

UNIT 10**Issues Management and Public Affairs**

Issues management: defining the field
Action planning
Public affairs defined
Ethics and public affairs

UNIT 11**Crisis Management and Public Relations**

Crisis Public Relations Management VS Operational Effectiveness
Crises in action
The internet and public relations crisis management
Key principles in crisis management

UNIT 12**Ethics and Professionalism in Public Relations**

Definitions of Ethics and Morality
Ethics in Public Relations
Obligations of Public Relations Practitioner
Ethical issues in public relations
Ethical decision-making models

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 **£560**

There are two Options available for you.

Option 1

When paying full fee in advance you will get **£100** fee discount and will pay **£460** for the complete course.

Option:2

When paying in instalments you will pay **£560** for the complete course. This fee will be paid according the following schedule:

At the time of admission **£104**. Then **12** instalments of **£38** 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**

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

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