



**BRENTWOOD**  
OPEN LEARNING COLLEGE

**DIPLOMA 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:

**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](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

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

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