



**THE STATE UNIVERSITY OF ZANZIBAR
SCHOOL OF CONTINUING AND PROFESSIONAL EDUCATION
scope@suza.ac.tz**

PUBLIC RELATIONS SHORT COURSE TRAINING.

INTRODUCTION:

Media, Journalism and Communication are among the industry which encounters tremendous changes over the last two decades. We have witnessed the changes in communication technology from un-logger to the digital revolution which impacted the changes in media gadgets, function, access to information, media products, media operation, and consumption of media content has never left alone.

In a nutshell, the changes mentioned above, Media houses, Corporates, and Public Organization tries to adapt the speed, knowledge on technological know-how, thus why they no longer need media personnel who can perform only one role but the multi-skilled, multifunction personnel who can manage to do all at once.

So where can media personnel feel the gap?

Media personnel, Public Relations Officers can feel the gap of technological know-how, sharpen their skills with us. We have created a package of short courses to meet the demands of 21st-century media functions as well as prepare competent media personnel, public relations officers anyone can desire.

A part of the already manuscript program the Communication and Media Studies Department at the State University of Zanzibar through the School of Continuing and Professional Education (SCOPE) is bendable to a tailor-made course to meet the client's expectation and demands.

ABOUT FACILITATORS:

Facilitators of this program are from the Department of Communication and Media Studies at the State University of Zanzibar which have enough knowledge about public relations, communications and marketing. The department is situated at Kilimani about 2Km from Stone Town. The department operates different programs related to communications and media students, including short courses and long programs at Certificate, Degree and Master levels. The department also runs a transmission radio known as Habari FM which is found on 95.5 FM. The department is not only imparting knowledge but also working orientation and skills for its students as well as serving the nearby community.

OUR BELIEVE:

Competent media personnel, public relations officers, communication officers not only will increase the organization's performance but they can also be able to create a business venture, working as freelancers as long as they have tools and are motivated because motivated people get things done, they have energy, commitment, pride in what they do and they are far more likely to reach their desired goals or objectives.

TARGET PARTICIPANTS:

This Public Relations special skill course is designed for PR Practitioners, Communication Officers or any other professionals who intend to create mutual customer relations and upgrade the organization's reputation.

LEARNING OUTCOME:

By the end of this course participants will be able to:

- Explain the meaning of PR and Communications terms.
- Prepare PR publications.
- Mastering Communication internal and external
- Planning and organizing Corporate events including Press Conference
- Strategically handling organization crisis and reputation

- Prepare communication strategies of the organization

COURSES MODULE:

The first phase of this program will cover the following modules:

Public Relations Course

- Introduction to Public Relations
- Process of PR
- Roles and Function
- Communication
- Tools of PR
- Research as a PR tool

DURATION: This is 5 days training program.

DATE: 7th April - 11th of April 2022.

TIME: From 2:00pm – 4:30pm

VENUE: Kilimani Habari SUZA

AWARD: Certificate will be awarded for all completed course participants

FEE: Tsh.150, 000/= per participant.

PAYMENT MODE: A control Number will be provided to each participant upon request for the payment process.

EQUIPMENT REQUIRED: Participants are encouraged to bring their own laptop

CHANCES ARE LIMITED: 20 seats ONLY

FOR OFFICIAL INVITATION LETTER: Phone: 0777359791 or 0773848301 call/SMS/ WhatsApp

DEADLINE FOR PAYMENT AND REGISTRATION: 6th April 2022