



## **Certificate in Public Relation (Level 3)**

### **Course Aims & Objectives**

The aim of the examination is to enable candidates to develop a broad understanding in the key areas of: media relations, publics and the media, the nature of public relations and sponsorship.

### **Syllabus Covers:**

- The Nature of Public Relations
- The Publics of Public Relations
- Law and Voluntary Codes
- Public Relations in Developing Countries
- Export Public Relations
- Community Relations
- The Organisation of Public Relations
- Planning and Preparation of Public Relations
- Media Relations
- Channels of Communication: Methods and Techniques
- Audio and Visual Aids
- Public Relations own Media
- Exhibitions
- Sponsorship
- Ancillary Services
- Research
- Developments and Trends

**LCCI Level 3 Certificate will be issue to candidate after passing the required examination.**

### **Duration & Instruction Hours:**

This certificate requires total 72 instruction hours. (Total 24 lessons for 3 hours/lesson)

Please check the planned lessons schedule with our course consultant before enrolling to this program.

### **Fees:**

**S\$ 720/- (For Both Part & Full-time)**

**S\$ 144/- (After Grant)**

**SDF grant up to 80% is available for those who qualify.**

**Please call our course consultant for eligibility details.**