

Media and Public Relations

Media and Public Relations - Online
Training Course - CPDUK Accredited



Corporate
Member

The CPD Certification Service



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OVERVIEW

Welcome to The Mandatory Training Group's online Media and Public Relations training course. All our online training courses, programmes and qualifications are accredited by the CPD Certification Service (CPDUK).

In this online Media and Public Relations training course, learners will get the knowledge they need to effectively manage their image and value by forming robust networks through strategic communication planning. Effective networking is essential for day-to-day business or for those times when you are actively pursuing job opportunities. This course is designed to provide practical and hands-on tools that will give your participants a skillset in dealing with the media and the public.

Media and public relations are the most successful method of communicating your value to those around you. Furthermore, excellent networking skills enable you to tap into those relationships you already have and increase the scope of your network. The larger the range, the more people know you and offers you opportunities.

Media and Public Relations – E-Learning Course — CPDUK Accredited

- ◆ Study method – Online, self-paced
- ◆ Estimated duration (Indicative CPD hours) – 4 hours
- ◆ Course format – Online (24/7 access)
- ◆ Entry requirements – no prerequisites required
- ◆ Assessment type – Complete end of course assessment (80% needed to pass and gain CPD certificate)
- ◆ Certification/Qualification – Downloadable CPD certificate
- ◆ Cost(s) of assessment and certification – Assessment and certification costs included in the course price
- ◆ Course accreditation – CPD Certification Service (CPDUK)
- ◆ Course access – Part-time (1-year access)
- ◆ Course delivery – via desktop PC/MAC, laptops, tablets or smartphones.

Who is the course for?

This online Media and Public Relations training course is suitable for those who want to know more about media and public relations.

Course aims

Media and public relations are the most successful method of communicating your value to those around you. Furthermore, excellent networking skills enable you to tap into those relationships you already have and increase the scope of your network. The larger the range, the more people know you and offers you opportunities.

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Learning outcomes

The learning outcomes of this online Media and Public Relations training course are to:

- ◆ Network for success
- ◆ Manage “Meet and Greet” opportunities
- ◆ Dress for success
- ◆ Write effectively
- ◆ Set goals
- ◆ Manage media relations
- ◆ Plan issue and crisis communication
- ◆ Use social media
- ◆ Deliver effective employee communication.

What is covered in this course?

This online Media and Public Relations training course includes the following:

Module 1: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

Module 2: Networking for Success (I)

- Overview
- Creating an Effective Introduction
- Making a Great First Impression

Module 3: Networking For Success (II)

- Overview
- Minimising Nervousness
- Using Business Cards Effectively
- Remembering Names

Module 4: The Meet and Greet

- Overview
- The Three-Step Process
- The Four Levels of Conversation
- Case Study (I)
- Case Study (II)

Module 5: Dressing for Success

- Identifying Types of Responsibilities
- Case Study
- Handling Conflicting Social and Business Responsibilities
- Case Study

Module 6: Writing

- Overview
- Business Letters
- Writing Proposals
- Reports
- Executive Summaries

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Module 7: Setting Goals

- Overview
- Understanding Goals
- SMART Goals
- Helping Others with Goal Setting

Module 8: Media Relations

- Overview
- Television
- Print
- Web Presence, Blogs & the Internet

Module 9: Issues and Crisis Communication Planning

- Overview
- Gauging the Impending Crisis Level
- Providing Feedback and Insights
- How Information Will be Distributed
- Tracking the Overall Effect

Module 10: Social Media (The PR Toolkit)

- Overview
- Blogs
- Wikis
- Podcasts
- Social Bookmarks
- RSS Feeds

Module 11: Employee Communications

- Overview
- Verbal Communication
- Non-Verbal Communication Skills
- Email Etiquette
- Negotiation Skills
- Making an Impact

Module 12: Wrapping Up

- Overview
- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations

Why is this online Media and Public Relations training course essential?

The public relations industry and the media have always enjoyed a curious relationship. Those in the public relations industry will tell you that the media can't do its job without PR flacks. Media folk, meanwhile, will suggest that public relations departments are little more than mouthpieces for people who would still speak to the media if the public relations industry never existed. And both viewpoints are correct to a point.

In this online Media and Public Relations training course, participants will get the knowledge they need to manage their image and value effectively by forming robust networks through strategic communication planning.

Effective networking is essential for day-to-day business or for those times when you are actively pursuing job opportunities. This online Media and Public Relations training course is designed to provide practical and hands-on tools that will give your participants a skillset in dealing with the media and the public.

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★ ← →
Learn. Develop. Comply

HOW IT WORKS

Instant Access

- Gain instant access to your course(s) upon purchasing through our website
- Login credentials are sent immediately to the customer to the email address provided during the checkout process
- We also advise all customers to check their spam and junk mail folders in case your mail server has diverted the email there

Online Support 24/7

- Customer service teams interact with clients through email and live chat support.

Refund policy

- To request a refund, you should email our support team with your receipt stating why you would like to be reimbursed.
- You, or your learners, must not complete the training to make a valid refund claim.
- Any courses that have been completed and those with certificates achieved will not be valid for a refund.

Learn Anytime, Anywhere, On Any Device

- Learn at your own pace, at a time and place convenient to your circumstances
- Individual learners can access their course material(s) 24/7 for 365 days from the date of purchase
- In the case of organisations that order multiple licences for future use, the countdown will start when learners are allocated to the training course(s)

Assessment and Certification

- Unlimited attempts to complete end of course assessments
- On successful completion, download, print/save quality-assured CPD certificate

100% Money Back Guarantee

- We want you to be completely satisfied with your training. We offer a 14-day money-back guarantee if you are not 100% satisfied.

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ACCREDITATION

End of course assessment

At the end of this course, learners are required to complete an online end of course assessment. On successful completion of the assessment (80% pass mark), learners may download a FREE CPD certificate from their profile page.

Certification

On successful completion of this e-learning course and end of course assessment, the learner may download, save and/or print a quality assured CPD certificate (recognised internationally). Our CPD certificate can be used to provide evidence for compliance and audit or Continuing Professional Development (CPD).

Course accreditation

The CPD Certification Service accredits all our online training courses and programmes as conforming to universally accepted Continuous Professional Development (CPD) guidelines.



The banner features the CPD logo on the left, which includes the text 'Mandatory Training Group' below it. In the center, the text reads 'Corporate Member' in a large font, followed by 'The CPD Certification Service' and 'CPDUK Corporate Membership Number- 11177'. On the right, the 'CPD CERTIFIED' logo is displayed, with 'The CPD Certification Service' and 'Collective Mark' underneath.

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Mandatory Training Group 

WHY CHOOSE OUR ACCREDITED E-LEARNING COURSES?

The benefits of using our accredited e-learning courses in the workplace include:

- CPDUK accredited e-learning provider
- Ofqual approved training centre (UK qualifications)
- Internationally recognised CPD and Ofqual approved certificates
- Wide range of courses and qualifications that meet UK legislation and guidelines
- Over 500 online courses and programmes that cover multiple sectors
- Free blended learning environment for individuals and organisations
- Immediate access to online courses and programmes
- Highly interactive e-learning portal
- Substantial cost reductions (no travel fees and other expenses)
- Self-paced online learning
- Low carbon footprint through e-learning
- Repository of online learning materials and assessments
- Fully qualified and experienced trainers, instructors and assessors
- Experienced subject matter experts and content developers
- Conversion of existing classroom courses to e-learning courses
- All training courses meet the latest guidance and best practice recommendations.



Civility in the Workplace Training Course for Global Executives

"YPO is the premier global leadership organisation for more than 28,000 chief executives in over 130 countries and the global platform for them to engage, learn and grow. We approached The Mandatory Training Group to develop an online training programme focusing on improving workplace civility. Their team developed excellent learning materials tailored to our organisational needs. With their support, we rolled out the civility in the workplace training programme to over 300 executives around the world."

Nicolle Billmyre, YPO, Texas, USA



City and Hackney

Clinical Commissioning Group

Counter Fraud, Bribery and Corruption Training for NHS Providers

"NHS City and Hackney Clinical Commissioning Group (CCG) is an NHS organisation led by local GPs. The Mandatory Training Group provided us with tailored courses focussing on tackling fraud, corruption and bribery for all our staff across various sites. The e-learning courses helped us to meet statutory and regulatory requirements".

Harriet Griffiths, NHS City and Hackney CCG, London, UK



Accredited Training Courses, Programmes and Regulated Qualifications

"Reed is the largest platform for jobs, recruitment and courses in the UK. The Mandatory Training Group is one of our most trusted providers of continuing professional development (CPD) programmes and regulated qualifications. They have provided us with a wide range of learning materials ranging from soft skills, personal development, health and safety, among others. These courses help many job seekers to improve their skills and comply with the current UK and European laws".

Mansh Bhatti, Reed Courses, London, UK

“When we set up our business, we were looking for a reliable training provider for the healthcare multi-disciplinary team (MDT). We worked with The Mandatory Training Group to establish our training needs for each group of professionals. Their experience was invaluable, helping us to design new courses and assessments to meet the commissioners' and regulatory requirements”.

Anne Joy, OSD Healthcare, Hemel Hempstead, UK



Healthcare choice for **everyone** **Statutory and Mandatory Training for Healthcare Providers**

“All our senior clinicians were delighted with the delivery of the mandatory training courses. They found the course leaders to be very flexible with allocating more time to certain areas at request. The course contents that LearnPac had designed were tailored to our workforce, which helped them improve their understanding of the subjects. The application of legislative concepts to practice was excellent”.

Sophie Hartley-Jones, OneHealth Group, Sheffield, UK

Online Training and Development for the Public Sector



“We work with various public sector organisations. Statutory and mandatory training is essential for all our placements. We used LearnPac for the blended learning environment they provide for our staff. The online statutory and mandatory training courses adequately meet our regulatory requirements. LearnPac's learning management system enabled us to manage our learners and quickly sort out compliance for our workers. The flexibility of pricing and meeting our needs with the mandatory training was beneficial.”

David Sanchez, Eden Brown Synergy, London, UK



Blended Train the Trainer Courses for Healthcare Providers

“We were looking to provide resuscitation and first aid training for clinical and non-clinical staff internally. The Mandatory Training Group stood out because they provide comprehensive blended learning solutions. Our internal trainers and facilitators were able to complete the theory training and assessments in advance. The practical sessions were packed with meaningful activities throughout the day. The lead trainers also helped us to complete training needs assessments”.

Kate McLoughlin, Nuffield Health, Bournemouth, UK

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LEARN. DEVELOP. COMPLY.

The Mandatory Training Group is the leading UK provider of accredited statutory and mandatory training courses for all sectors, including health and social care, education, local government, private and charity sectors.

We have supported over one million learners to reach their potential through e-learning courses and qualifications using our interactive online learning portal.

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