



**Cambridge**  
*Technical College*

## **DIPLOMA OF PUBLIC RELATIONS AND MEDIA MANAGEMENT**

Overview: Diploma in Public Relations focus on the free placement of messages in the media through media releases, editorial content, and promotion. Students create and execute PR campaigns as part of their course work. They can work within a professional environment through internships and practicum programs. The program provides students with grounding in traditional PR theory and practice alongside an understanding of recent developments and challenges for the profession.

Course Objectives: The purpose of Diploma in Public Relations is to train persons who wish to pursue a career in Public Relations. The programme is also beneficial to professionals involved in executive-level management, marketing, public relations, and other areas impacting the communications and image of an organization.

The public relations is a multidisciplinary course and therefore, it borrows heavily from fields like, marketing, communication, management, psychology etc.



Program	Diploma of Public Relations and Media Management	
Credit Hours	72 Credits	
Duration	Academic Year (9 Months)	
Fees	2500 USD (\$)	
Scholarship Fees	1200 USD (\$)	
<b>Diploma of Public Relations and Media Management</b>		
Subject	Code	Credit Hours
English Language 101	EN101	3
Principles of Public Relations	PR100	3
Public Relations Writing	PR101	3
Public Relations and Corporate Communication	PR102	6
Applications in PR- Print media	PR103	3
New Media and Technologies in Public Relations	PR104	6
Marketing and Advertising	PR105	3
Event Management	PR106	6
Television & Radio	PR107	6
Communication Skills	PR108	3
Negotiation Management	PR109	3
Ethics	PR110	3
Public Relations in the Private and Public Sector	PR111	6
Practical Training	PR112	18