MERCURY

Public Relations and Marketing Skills Training Course

15 – 19 March 2027
Accra (Ghana)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Public Relations and Marketing Skills Training Course

Ref: 15887_1067142 **Date:** 15 – 19 March 2027 **Location:** Accra (Ghana) **Fees:** 5300 Euro

Introduction:

The Public Relations and Marketing Skills training course equips professionals with the skills to manage public relations campaigns and drive marketing strategies. They will learn how to craft compelling messages, manage media relations, and leverage digital platforms to enhance brand visibility. It offers an approach blending theory with practical techniques to help them build strong, lasting relationships with the media, stakeholders, and the public.

The Public Relations and Marketing Skills course will teach participants PR tactics and deepen their marketing knowledge, providing the tools to elevate their careers in communication and marketing. It emphasizes the unique roles and complementary functions of public relations and marketing, enhancing their understanding of each other. They will learn the difference between public relations and marketing and how to evolve their strategies to meet modern challenges.

This Public Relations and Marketing Skills training will include strategic communications planning and crafting a comprehensive plan. Participants will gain insights into becoming proficient public relations and marketing specialists or excelling as public relations and marketing managers. Integrating public relations and marketing communications prepares professionals to implement impactful strategies for long-term success.

Targeted Groups:

- Marketing professionals are seeking to enhance their PR skills.
- Public relations specialists are aiming to refine marketing strategies.
- Business owners and entrepreneurs looking to improve brand visibility.
- Communication and media professionals.
- Digital marketing experts are seeking to integrate PR tactics.
- Corporate communication teams and managers.
- Event planners and community relations coordinators.
- Sales and customer relationship managers.

Course Objectives:

At the end of this Public Relations and Marketing Skills course, the participants will be able to:

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- Understand the core principles of public relations and marketing.
- Develop effective communication strategies for different audiences.
- Learn how to manage media relationships and secure coverage.
- Master digital marketing tools and social media platforms for PR.
- Create compelling content that aligns with brand values and goals.
- Enhance crisis communication and reputation management skills.
- Apply market research techniques to inform PR and marketing decisions.
- Build skills in event planning and community engagement.
- Strengthen customer relationship management and brand loyalty.
- Measure the effectiveness of PR and marketing campaigns.

Targeted Competencies:

By the end of this Public Relations and Marketing Skills training, the participant's competencies will:

- Strategic communication and messaging development.
- Media relations and press release writing.
- Brand positioning and market segmentation.
- Digital marketing and social media engagement.
- Crisis communication management.
- Event planning and execution.
- Audience analysis and market research.
- Content creation and storytelling.
- Customer relationship management CRM.
- Reputation management and brand monitoring.

Course Content:

Unit 1: Introduction to Public Relations and Marketing:

- Understand the fundamental concepts of public relations PR and marketing.
- Explore the relationship between PR and marketing in business strategy.
- Identify key roles and responsibilities of PR and marketing professionals.
- Examine the differences between PR and marketing efforts.
- Learn about the evolution of PR and marketing in the digital age.
- Discuss the importance of storytelling in both PR and marketing.
- Understand the ethical considerations in PR and marketing practices.
- Review case studies of successful PR and marketing campaigns.

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Unit 2: Strategic Communication and Branding:

- Learn how to develop a strategic communication plan.
- Understand the importance of brand identity and brand messaging.
- Explore the process of crafting a brand positioning strategy.
- Learn techniques for creating and maintaining a consistent brand image.
- Develop skills in writing compelling press releases and media kits.
- Understand the role of PR in brand awareness and perception.
- Analyze examples of effective brand communication across different media.
- Explore how to manage and protect a brand's reputation.

Unit 3: Media Relations and Publicity:

- Learn how to build and maintain strong relationships with journalists.
- Understand the media landscape and how to approach different types of media.
- Gain practical skills in pitching stories to the press.
- Learn how to create media lists and conduct media outreach.
- Develop expertise in writing for the media, including press releases and op-eds.
- Understand how to handle media inquiries and interviews.
- Explore techniques for gaining media coverage through earned media.
- Study how PR campaigns can generate positive publicity for brands.

Unit 4: Digital Marketing and Social Media Integration:

- Understand the role of social media in PR and marketing strategies.
- Learn how to create engaging content for social media platforms.
- Explore the use of influencers and brand ambassadors in digital marketing.
- Understand SEO, SEM, and content marketing for better digital outreach.
- Learn how to measure and track social media performance.
- Study tools for managing digital PR campaigns, such as social media management platforms.
- Understand the integration of digital marketing with traditional PR methods.
- Explore case studies of successful digital PR and marketing initiatives.

Unit 5: Crisis Communication and Reputation Management:

- Learn how to develop a crisis communication plan for PR and marketing teams.
- Understand the importance of quick response in crises.
- Explore strategies for managing negative publicity and media scrutiny.
- Study techniques for rebuilding a brand's reputation after a crisis.
- Learn how to communicate transparently and effectively during a crisis.
- Understand the role of social media in crisis management.
- Explore real-life examples of brands managing crises successfully.
- Develop the skills to handle communication under pressure.