

# Public Relations

## Programme Outline

### Certificate

- Unit 1 Introduction to Economics
- Unit 2 The Role of Public Relations
- Unit 3 Public Relations and the Media
- Unit 4 Business Communication
- Unit 5 Synopsis

### Diploma

- Unit 1 Management of Business Relationships
- Unit 2 Introduction to Business Law
- Unit 3 Customer Service in Public Relations
- Unit 4 The Theory of Public Relations
- Unit 5 Synopsis

### Advanced Diploma

- Unit 1 Advanced Business Management
- Unit 2 Advanced Public Relations
- Unit 3 Business Efficiency
- Unit 4 Business Growth
- Unit 5 Dissertation

The public relations industry plays a significant role in maintaining and communicating the features of the profile, image and brand attributes of a variety of organisations in business, the non-profit sector and increasingly at governmental level.

Maintaining corporate reputation, image and communicating brand values and other messages are important to the success of organisations that are seeking to engage with potential and existing customers.

ABMA's Public Relations qualifications, available at Certificate, Diploma and Advanced Diploma levels, feature a wide range of business-focused learning applied to public relations. You will address the foundations of business management, economics and law and will gradually develop an increasingly critical understanding as you advance through the qualification levels. You will also develop a thorough theoretical grounding in public relations and its role within a variety of organisations providing you with access to a complex and demanding career.

